$10.00

Folio 400

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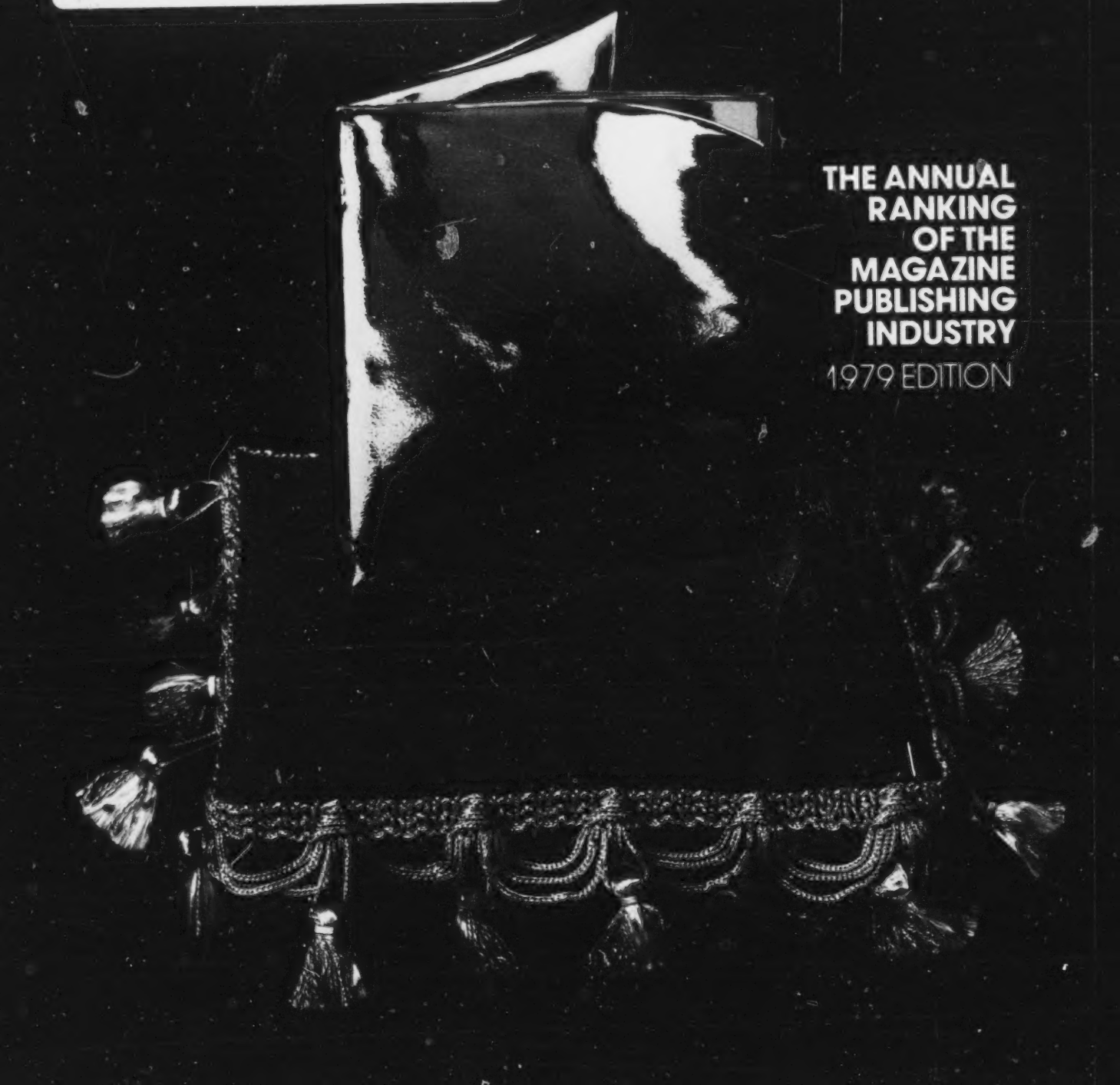

THE ANNUAL RANKING OF THE MAGAZINE PUBLISHING INDUSTRY

1979 EDITION

The first comprehensive ranking of the magazine publishing industry.

The Folio 400

By Jay Walker
Research Director

The Folio 400 is the first comprehensive magazine industry revenue study ever undertaken. Over 12,000 magazines and 6,000 publishing companies were examined and measured, and the 400 largest magazines (by gross sales) were thoroughly analyzed.

The Folio 400 analysis is unique in several ways:

1. *Scope*: The entire magazine industry was studied. The study includes not only the traditional business and consumer magazines, but also Sunday magazines, inflight magazines, religious magazines, and non-audited magazines.

For example, unusual members of the study include *Consumer Reports, Prevention, Sesame Street,* and *Guideposts,* the nation's largest religious publication. Because these publications do not carry advertising, and therefore have no need to be audited, they normally do not appear in traditional studies.

2. *Depth*: All three major revenue streams were estimated for each magazine. The study includes the first published estimates of circulation revenues from both subscription and single-copy sources. The emphasis is on measuring a magazine in terms of dollars of sales generated in the marketplace as opposed to the more standard measures of gross circulation or PIB-measured ad pages.

3. *Detail*: Each magazine was considered on an individual basis, and painstaking care was used to estimate each magazine's revenue streams. Whenever possible, general formulas were not used, and such factors as a change in cover price or advertising rates during the period were taken into account. There were even a few publications that changed frequency or were newly launched. These notable newcomers included *Life, Omni,* and *Self.* Also, in an effort to be as accurate as possible, in most cases a magazine executive was interviewed both before and after our estimates were calculated.

4. *Interpretation:* Additional rankings included in the 20 spinoff tables indicate each magazine's standing within various subgroups. These tables enable readers to see a magazine's relative position within the industry as a whole and as a group. For example, *TV Guide* ranked first in the industry as a whole, but only second in ad sales and fourth in ad pages.

To enable readers to quickly locate any magazine's position in every chart where it appears, a complete index appears at the end of this feature. (For further information on terms and methodology, see *Reading the tables,* page 93.)

5. *Findings:* The Folio 400 provides a completely documented picture from which bottom line figures on the entire magazine industry can be generated. Before this study, these figures could only be derived for specialized segments of the industry.

Here are some of the highlights of this study:

Total gross sales for the 400 measured magazines are a whopping $7.27 billion. We currently figure that this represents 94 percent of the entire industry.

Total magazine industry circulation fell just shy of 350 million copies per issue, or approximately 7.7 billion copies annually. (Of these 7.7 billion copies, *TV Guide* alone accounts for over 1 billion.) Of the 350 million circulation per issue, 197 million were subscriptions, while the remainder was split between newsstand (99 million) and free and controlled circulation.

Revenue from subscribers narrowly edged out revenue from newsstand sources. Subscribers spent $1.74 billion; single-copy purchasers spent $1.58 billion. Together, these reader revenue streams total $3.32 billion.

This is significant in that it highlights the fact that the reader/consumer has become as important as the "all powerful" advertiser. This represents the single most important change in magazine economics over the past five years.

Advertisers, however, continued to outspend readers, though only slightly. U.S. advertisers invested $3.95 billion in magazines during the measured year. This represents 54 percent of the magazine industry's total revenues. Though in gross dollars this is an all time record, by most estimates, this is the lowest share of industry revenues ever.

The number of total ad pages is probably the most startling figure of all to magazine statistics watchers. The Folio 400, which measured both consumer and business magazines, recorded over 462,000 industry-wide ad pages.

Another aspect of the Folio 400 is that it provides the raw data for market analysis. For clearly defined markets such as newsstand sales for inflight magazines, or for subject markets such as women's or home service, it is now possible to talk in terms of market penetration, market share and market size. Further analysis leads to interesting concepts such as a "revenue per reader" value, or even an advertising versus circulation revenue analysis.

Subsequent issues of FOLIO will explore these and other analytical interpretations.

Our special thanks to Janice Carmichael for her assistance in coordinating the research effort. Our thanks also to Debra Silver, Joann Cerretani, Louise Cerretani, and Norman Jacoby.

Folio 400

Folio 400
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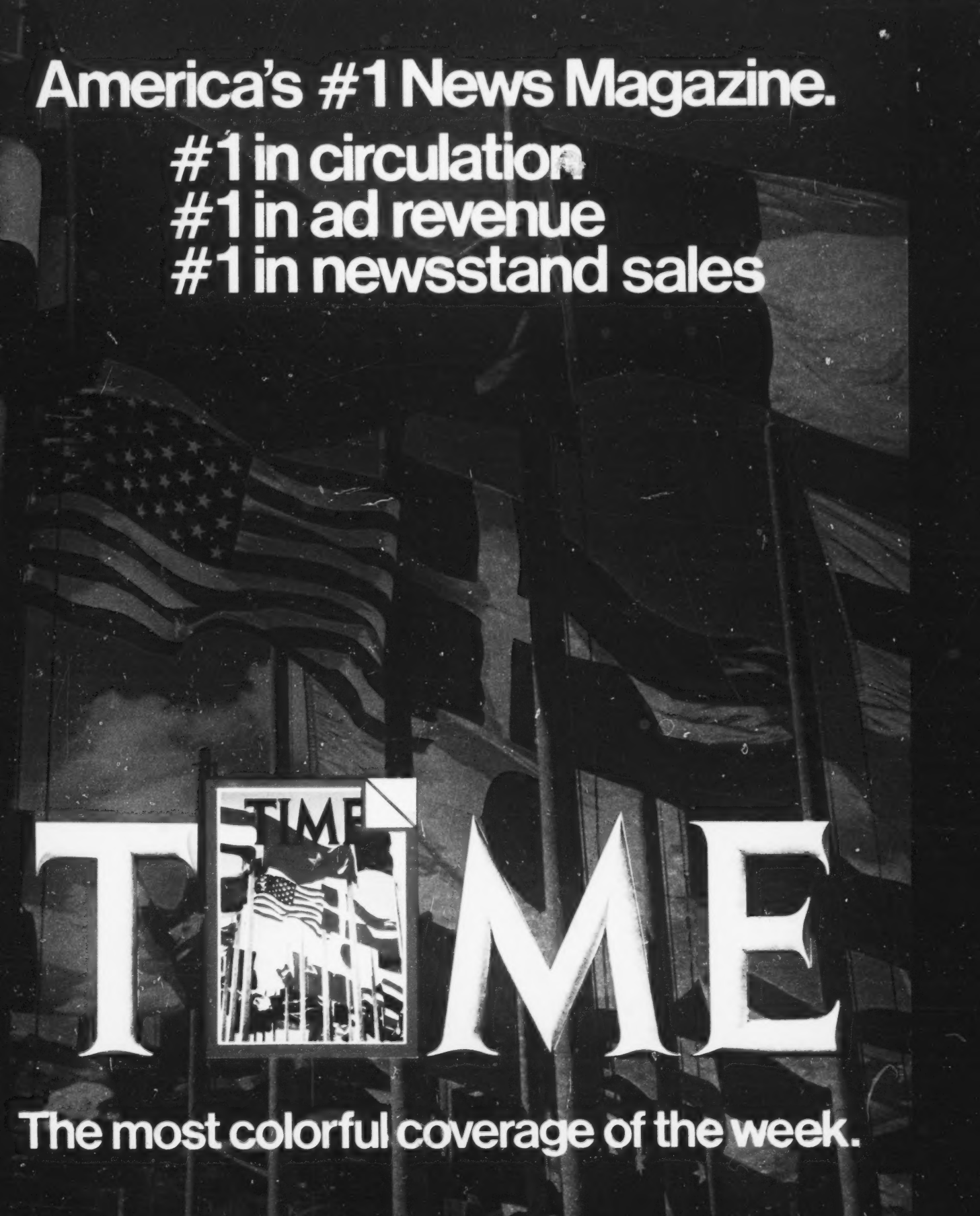
America's #1 News Magazine.
#1 in circulation
#1 in ad revenue
#1 in newsstand sales
TIME
The most colorful coverage of the week.

A Folio 400

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / contrld.	B/w rate 1X
1	TV Guide	552,326	211,812	114,457	226,057	3,700	20,044,375	7,623,635	12,420,740	52	C	ABC	P	55,000
2	Time	348,868	212,129	121,557	15,182	3,225	4,293,387	4,001,418	291,969	52	C	ABC	P	40,960
3	Reader's Digest	239,605	101,467	122,997	15,141	1,462	18,036,216	16,689,315	1,346,901	12	C	ABC	P	64,500
4	Newsweek	236,479	159,656	62,667	14,156	3,397	2,929,888	2,691,219	238,669	52	C	ABC	P	29,275
5	Playboy	176,143	60,391	34,596	81,156	1,431	5,995,605	2,683,096	3,312,509	12	C	ABC	P	31,310
6	People	169,833	78,366	11,946	79,521	3,440	2,394,660	355,672	2,038,988	52	C	ABC	P	19,000
7	Sports Illustrated	168,728	115,160	47,447	6,121	2,812	2,280,047	2,182,812	97,155	52	C	ABC	P	25,900
8	Family Circle	154,507	88,084	—	66,423	1,737	7,948,017	—	7,948,017	16	C	ABC	P	44,900
9	Better Homes & Gardens	143,951	90,401	44,350	9,200	1,707	8,023,592	7,250,490	773,102	12	C	ABC	P	44,395
10	Woman's Day	142,562	88,987	—	53,575	1,633	7,809,827	—	7,809,827	14	C	ABC	P	44,960
11	Penthouse	137,698	25,638	4,287	107,773	849	4,632,141	233,233	4,398,908	12	C	ABC	P	20,700
12	Good Housekeeping	135,923	81,423	28,524	25,976	2,117	5,270,124	3,461,550	1,808,574	12	C	ABC	P	33,130
13	Parade	129,921	129,921	—	—	918	21,035,928	—	—	52	C	ABC	N	111,945
14	Business Week	129,300	109,793	18,036	1,471	5,003	793,524	770,422	23,082	51	C	ABC	P	15,560
15	McCall's Magazine	122,837	67,903	43,560	11,374	1,440	6,519,804	5,568,191	951,613	12	C	ABC	P	38,675
16	National Enquirer	116,225	20,150	4,821	91,254	1,404	5,186,800	495,130	4,691,670	52	C	ABC	P	16,600
17	National Geographic Magazine	115,653	30,305	85,283	65	401	10,037,676	10,033,316	4,360	12	C	ABC	P	54,280
18	Ladies' Home Journal	105,907	53,753	37,566	14,588	1,394	5,832,279	4,819,252	1,013,027	12	C	ABC	P	30,240
19	Cosmopolitan	95,398	45,863	2,364	47,171	2,362	2,733,496	112,897	2,620,599	12	C	ABC	P	14,855
20	U.S. News & World Report	95,011	62,286	29,253	3,472	1,995	2,052,250	1,985,481	66,769	52	C	ABC	P	19,800
21	Redbook Magazine	88,028	46,475	26,627	14,926	1,474	4,457,061	3,461,996	995,065	12	C	ABC	P	25,145
22	Family Weekly	75,870	75,870	—	—	1,000	12,218,539	—	—	52	C	ABC	N	63,630
23	The Star	69,717	8,860	660	60,197	936	3,199,044	109,076	3,089,968	52	C	ABC	P	12,300
24	Fortune	57,020	44,203	11,672	1,145	2,153	669,040	639,680	29,360	26	C	ABC	P	14,650
25	Glamour	55,959	31,936	5,654	18,369	2,031	1,889,711	773,725	1,114,986	12	C	ABC	P	11,650
26	The New Yorker	49,998	38,513	9,316	2,169	4,104	498,382	456,671	41,711	52	C	ABC	P	7,600
27	Hustler	49,838	1,922	649	47,267	205	1,546,118	36,303	1,509,815	12	C	ABC	P	7,500
28	Forbes	46,803	33,678	12,402	523	2,411	671,855	658,614	13,241	26	C	ABC	P	10,990
29	Southern Living	43,680	28,931	13,012	1,737	1,594	1,685,964	1,586,969	98,995	12	C	ABC	P	14,115
30	Vogue	39,918	23,938	5,983	9,997	2,270	988,799	441,029	547,770	12	C	ABC	P	9,300
31	Midnight Globe	39,033	6,754	699	31,580	1,008	1,690,442	63,944	1,626,498	52	C	ABC	P	6,700
32	Sunset	36,689	25,782	9,392	1,515	1,744	1,378,132	1,245,226	132,906	12	C	ABC	P	11,590
33	Popular Mechanics	34,490	18,507	10,836	5,147	1,434	1,630,719	1,240,800	389,919	12	C	ABC	P	12,690
34	Popular Science	33,793	16,702	11,747	5,344	1,128	1,812,183	1,515,308	296,875	12	C	ABC	P	14,205
35	Seventeen	33,767	17,736	5,765	10,266	1,329	1,411,539	556,033	855,506	12	C	ABC	P	9,525
36	House & Garden	33,678	22,877	5,307	5,494	1,394	1,054,236	643,616	410,620	12	C	ABC	P	11,900
37	Smithsonian	31,193	14,275	16,895	23	865	1,761,267	1,759,737	1,580	12	C	ABC	P	15,000
38	Field & Stream	30,695	19,496	9,355	1,844	1,101	2,047,288	1,893,628	153,660	12	C	ABC	P	15,400
39	Outdoor Life	30,243	16,348	11,299	2,596	1,046	1,741,976	1,525,661	216,315	12	C	ABC	P	13,900
40	N.Y. Times Sunday Magazine	30,127	30,127	—	—	2,865	1,412,481	—	—	52	C	ABC	N	8,450
41	Popular Photography	28,977	21,992	4,264	2,721	1,919	825,834	644,414	181,420	12	C	ABC	P	17,920
42	Prevention	27,977	15,193	12,213	571	1,271	2,268,097	2,220,541	47,556	12	C	—	P	10,745
43	Consumer Reports	27,900	—	25,800	2,100	—	2,229,000	2,150,000	140,000	12	C	—	P	NA
44	Life	27,890	7,688	9,065	11,137	447	1,328,598	503,619	824,979	12	C	—	P	15,000
45	Ebony	27,758	17,215	7,621	2,922	949	1,256,411	1,012,918	243,493	12	C	ABC	P	10,638
46	Nation's Business	26,294	8,888	17,406	—	571	1,212,360	1,212,360	—	12	C	ABC	P	12,600
47	Mademoiselle	26,221	13,219	2,212	10,790	1,461	974,046	315,561	658,485	12	C	ABC	P	7,375
48	New York Magazine	25,686	17,944	5,997	1,745	2,592	402,685	368,474	34,211	51	C	ABC	P	6,500
49	Psychology Today	24,523	14,562	6,957	3,004	823	1,176,920	1,009,176	167,744	12	C	ABC	P	14,540
50	House Beautiful	23,892	15,846	4,370	3,676	1,193	849,070	542,720	306,350	12	C	ABC	P	9,715

Journal
DOLLY PARTON'S MYSTERIOUS MARRIAGE
THE MOST CHRISTMAS-Y!
40 NEW COOKIE & CANDY RECIPES
HOW TO GIVE YOUR CHILD THE JOY OF RELIGION

Ladies' Home Journal.

A different kind of magazine for a different time of women.

(LHJ Publishing, Inc. A Member of the Charlcom Inc. Communications Group)

Charter Publishing

A Folio 400

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Ed. / contrld.	B/w rate 1X
51	Mechanix Illustrated	23,766	13,472	7,353	2,941	1,069	1,706,063	1,460,952	245,111	12	C	ABC	P	12,920
52	Scientific American	23,322	11,880	9,531	1,911	975	688,722	529,485	159,237	12	C	ABC	P	8,800
53	Farm Journal	22,640	18,087	4,553	—	731	1,325,000	—	—	13	F	ABC	P	20,535
54	Oui	22,484	2,483	1,163	18,838	255	888,177	103,245	784,932	12	C	ABC	P	5,850
55	Golf Digest	22,258	14,809	6,263	1,186	975	956,820	872,283	84,537	12	C	ABC	P	12,815
56	Money	21,966	10,960	9,489	1,517	849	809,903	725,633	84,270	12	C	ABC	P	9,890
57	Jet	21,909	3,916	7,818	10,175	924	691,559	365,438	326,121	52	C	ABC	P	3,826
58	Esquire	21,820	11,781	7,775	2,264	864	660,154	585,717	72,437	25	C	ABC	P	8,950
59	Rolling Stone	21,738	10,154	4,004	7,580	1,207	622,351	321,586	300,765	25	C	ABC	P	7,985
60	Architectural Digest	20,740	9,075	8,974	2,691	1,104	429,304	338,068	91,236	10	C	ABC	P	7,560
61	New York News Sunday	20,540	20,540	—	—	1,448	2,780,000	—	—	52	C	ABC	N	19,490
62	Us	20,310	5,375	2,497	12,438	671	824,375	150,298	647,077	26	C	ABC	P	6,500
63	Travel & Leisure **	20,134	13,005	7,129	—	1,018	**	**	—	12	C	—	P	11,560
64	Playgirl	19,418	3,283	2,417	13,718	469	787,747	201,492	586,255	12	C	ABC	P	5,888
65	American Rifleman	19,355	3,448	15,773	134	437	1,058,975	1,051,545	7,430	12	C	—	P	7,080
66	Bon Appetit	18,697	8,596	7,881	2,220	819	1,096,652	942,132	154,520	12	C	ABC	P	8,910
67	Gallery	18,190	385	143	17,662	121	666,250	10,382	655,868	12	C	ABC	P	3,185
68	Barron's	18,147	10,789	4,659	2,699	1,810	226,010	156,796	69,214	52	C	ABC	P	3,668
69	True Story	18,081	5,957	7,429	4,695	615	1,638,409	1,226,575	411,834	12	C	ABC	P	9,110
70	Car & Driver	18,019	11,331	3,772	2,916	881	735,176	540,797	194,379	12	C	ABC	P	12,595
71	Computerworld	17,555	15,256	2,299	—	*4,004	94,560	94,560	—	51	B	ABC	P	3,660
72	Progressive Farmer	17,296	11,624	5,672	—	873	945,359	945,359	—	12	F	ABC	P	12,075
73	Hot Rod	16,919	7,467	3,957	5,495	642	854,680	488,352	366,328	12	C	ABC	P	9,075
74	Golf	16,689	12,164	3,570	955	775	709,489	639,574	69,915	12	C	ABC	P	9,275
75	Organic Gardening	16,642	5,369	11,093	180	968	1,200,195	1,185,195	15,000	12	C	—	P	5,540
76	Parents	16,621	8,949	7,536	136	605	1,479,519	1,468,147	11,372	12	C	ABC	P	13,815
77	Motor Trend	15,920	8,165	4,462	3,293	583	764,526	544,967	219,559	12	C	ABC	P	10,500
78	Road & Track	15,900	9,087	2,963	3,850	1,081	591,617	336,084	255,533	12	C	ABC	P	9,115
79	Stereo Review	15,886	12,373	2,499	1,014	983	516,027	448,427	67,600	12	C	ABC	P	13,190
80	Club	15,814	400	155	15,259	133	543,174	7,782	535,392	12	C	ABC	P	3,000
81	Modern Photography	15,587	9,726	3,576	2,285	1,512	610,272	493,099	117,173	12	C	—	P	—
82	Harper's Bazaar	15,556	7,621	2,752	5,183	882	607,302	261,781	345,521	12	C	ABC	P	7,300
83	Highlights for Children	15,204	—	15,204	—	—	1,200,000	1,200,000	—	12	C	—	P	NA
84	Forum	15,191	54	517	14,620	18	833,328	43,043	790,285	12	C	ABC	P	3,000
85	Engineering News-Record	14,600	12,668	1,932	—	3,586	101,686	101,686	—	52	B	ABC	P	3,210
86	Advertising Age	14,223	12,301	1,870	52	*3,466	77,370	76,120	1,250	52	B	ABC	P	3,279
87	Successful Farming	14,135	11,357	2,778	—	781	752,774	752,774	—	13	F	ABC	P	12,050
88	L. A. Times Home Magazine	13,353	13,353	—	—	1,665	1,310,000	—	—	52	C	ABC	N	10,350
89	Sport	13,335	6,450	5,025	1,860	501	1,244,716	1,082,971	161,745	12	C	ABC	P	10,975
90	Aviation Week & Space Tech.	13,131	10,161	2,970	—	2,306	—	98,994	—	52	B	ABC	P	4,343
91	Medical Economics	13,074	12,270	804	--	3,400	163,404	18,787	—	27	B	BPA	CP	3,210
92	Chemical Engineering	13,027	12,074	953	—	3,459	68,115	68,115	—	28	B	ABC	P	3,575
93	Billboard	12,953	8,283	3,133	1,537	*3,272	46,711	34,885	11,826	52	B	ABC	P	3,683
94	Machine Design	12,860	12,860	—	—	3,818	134,117	—	—	23	B	ABC	C	3,450
95	Guideposts	12,800	—	12,800	—	—	3,200,000	3,200,000	—	12	C	—	P	NA
96	Gourmet	12,790	6,751	4,237	1,802	689	661,782	511,572	150,210	12	C	ABC	P	6,500
97	Cycle	12,756	9,198	2,006	1,552	1,114	458,962	329,597	129,365	12	C	ABC	P	9,540
98	Grit	12,734	4,373	4,126	4,235	504	1,005,418	363,155	642,263	52	C	ABC	P	8,000
99	Industry Week	12,512	12,512	—	—	1,703	256,294	—	—	26	B	ABC	C	6,240
100	High Society	12,510	510	90	11,910	170	—	4,100	397,000	12	C	—	P	3,000

**800,000 circulation for the 2nd half of 1978, 925,000 circulation for the 1st half of 1979.

* Tabloid size

IMAGINE TWO CHICAGOS IN ILLINOIS AND YOU'RE COVERING ONLY ONE.

FAMILY WEEKLY

In the corporate city of Chicago where the Sears Tower looms, there are 1,162,200 households.

But throughout the rest of Illinois, in the B, C and choice suburban A counties covered by Family Weekly, is an even bigger Chicago—1,194,900 households!

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FAMILY WEEKLY'S ILLINOIS RETAIL SALES $11,193,389,000
CHICAGO CORPORATE CITY RETAIL SALES $10,310,346,000

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Family Weekly. It takes you where new, rich markets tower in every state.

FAMILY WEEKLY

Growing Where The Growth Is

Folio 400

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / controld.	B/w rate 1X
101	Apartment Life	12,336	7,257	3,462	1,617	610	828,719	691,251	137,468	12	C	ABC	P	9,100
102	'Teen	12,143	4,534	3,570	4,039	545	974,069	637,486	336,583	12	C	ABC	P	6,800
103	Plant Engineering	12,078	12,078	—	—	3,375	86,429	86,429	—	26	B	BPA	C	3,520
104	Omni	12,038	2,431	1,694	7,913	449	—	94,136	659,451	12	C	ABC	P	9,375
105	Oil & Gas Journal	11,889	10,723	1,166	—	5,140	55,500	55,500	—	12	B	ABC	P	1,970
106	National Lampoon	11,788	2,551	543	8,694	346	592,041	109,044	482,997	12	C	ABC	P	5,940
107	Modern Bride	11,771	8,532	193	3,046	1,243	281,804	28,088	253,796	6	C	ABC	P	8,460
108	Book Digest	11,735	5,280	6,090	365	460	997,268	976,969	20,299	12	C	ABC	P	10,000
109	Bride's	11,694	8,408	209	3,077	1,218	290,595	34,162	256,433	6	C	ABC	P	8,400
110	Genesis	11,679	612	48	11,019	240	426,732	2,412	424,320	12	C	ABC	P	2,100
111	Electronic News	11,525	10,500	1,025	—	4,038	68,356	68,356	—	52	B	ABC	P	3,230
112	Gentlemen's Quarterly	11,390	4,524	2,669	4,197	954	362,249	152,384	209,865	10	C	ABC	P	4,410
113	Essence	11,325	6,253	3,079	1,993	841	603,837	434,733	166,104	12	C	ABC	P	5,245
114	New West	11,244	8,737	2,200	307	1,434	303,231	277,667	25,564	26	C	ABC	P	4,835
115	Electronics	11,096	9,954	1,142	—	3,568	94,153	—	—	26	B	ABC	P	2,905
116	Sporting News	11,064	2,583	4,484	3,997	642	362,627	362,627	107,263	52	C	ABC	P	4,717
117	Velvet	11,010	360	—	10,650	180	355,000	—	355,000	12	C	—	P	2,000
118	Decision	10,965	—	10,965	—	—	3,655,000	3,655,000	—	12	C	—	P	NA
119	Chicago Tribune Sunday	10,900	10,900	—	—	1,689	1,156,000	—	—	52	C	ABC	N	10,049
120	Saturday Review	10,858	3,662	6,958	238	574	529,139	519,212	9,927	24	C	ABC	P	5,370
121	Nursing '79	10,671	3,879	6,792	—	654	498,477	498,477	—	12	B	ABC	P	4,815
122	Sports Afield	10,643	5,006	3,569	2,068	908	530,715	415,834	114,881	12	C	ABC	P	5,500
123	Changing Times	10,382	—	9,960	422	—	1,421,893	1,386,734	35,159	12	C	—	P	NA
124	Yankee	10,314	3,882	5,360	1,072	1,268	780,420	686,365	94,055	12	C	ABC	P	5,550
125	Datamation	10,121	9,041	1,080	—	2,197	128,099	18,000	—	12	B	BPA	C	3,950
126	Design News	10,084	10,084	—	—	3,641	140,184	—	—	24	B	BPA	C	2,995
127	Electronic Design	9,992	9,735	257	—	3,465	108,654	8,398	—	26	B	BPA	PC	2,995
128	High Fidelity	9,978	6,866	2,414	698	849	362,853	322,149	40,704	12	C	ABC	P	8,530
129	Iron Age	9,807	9,566	241	—	2,853	109,613	4,824	—	52	B	BPA	CP	3,128
130	Flying	9,781	5,630	3,035	1,116	638	395,055	320,669	74,386	12	C	ABC	P	8,225
131	Skiing	9,780	6,457	1,923	1,400	746	473,959	366,572	107,387	7	C	ABC	P	8,875
132	Mother Earth News	9,706	2,343	5,952	1,411	284	613,596	519,535	94,061	6	C	ABC	P	6,600
133	Family Health	9,678	1,862	7,748	68	294	868,298	864,526	3,772	12	C	ABC	P	5,280
134	Prairie Farmer	9,667	8,326	1,341	—	1,752	223,447	223,447	—	25	F	ABC	P	5,244
135	Modern Maturity	9,579	—	9,579	—	—	6,842,129	6,842,129	—	6	C	—	P	NA
136	Detroit News Sunday	9,474	9,474	—	—	2,017	826,000	—	—	52	C	ABC	N	7,130
137	High Times	9,462	1,750	528	7,184	600	351,688	33,028	318,660	12	C	ABC	P	3,575
138	Boys' Life	9,414	2,646	6,768	—	276	1,522,918	1,522,918	—	12	C	ABC	P	8,500
139	Runner's World	9,407	4,040	2,757	2,610	630	489,680	344,680	145,000	12	C	ABC	P	6,413
140	Travel/Holiday	9,361	2,981	6,080	300	496	785,000	760,000	25,000	12	C	ABC	P	5,340
141	New Woman	9,344	2,135	1,561	5,648	244	1,045,955	292,922	753,033	6	C	ABC	P	7,500
142	Saturday Evening Post	9,245	2,891	4,001	2,353	374	595,025	385,836	209,189	9	C	ABC	P	5,370
143	United Mainliner	9,232	9,232	—	—	1,014	328,243	—	—	12	C	—	I	7,805
144	Cue	9,228	5,948	2,766	514	1,249	258,853	223,270	35,583	26	C	ABC	P	3,970
145	Town & Country	9,197	6,006	1,858	1,333	1,126	176,672	116,144	60,528	12	C	ABC	P	5,100
146	Tennis	9,170	6,268	2,289	613	781	435,302	384,197	51,105	12	C	ABC	P	5,995
147	Texas Monthly	9,165	6,412	2,018	735	1,417	237,364	196,548	40,816	12	C	ABC	P	3,620
148	Cheri	9,058	58	—	9,000	48	400,000	—	400,000	12	C	—	P	1,200
149	Army Times	9,036	5,177	2,903	956	1,752	139,371	120,979	18,392	52	C	ABC	P	2,925
150	Sail	8,846	5,788	1,583	1,475	1,590	168,067	106,598	61,469	12	C	ABC	P	3,865

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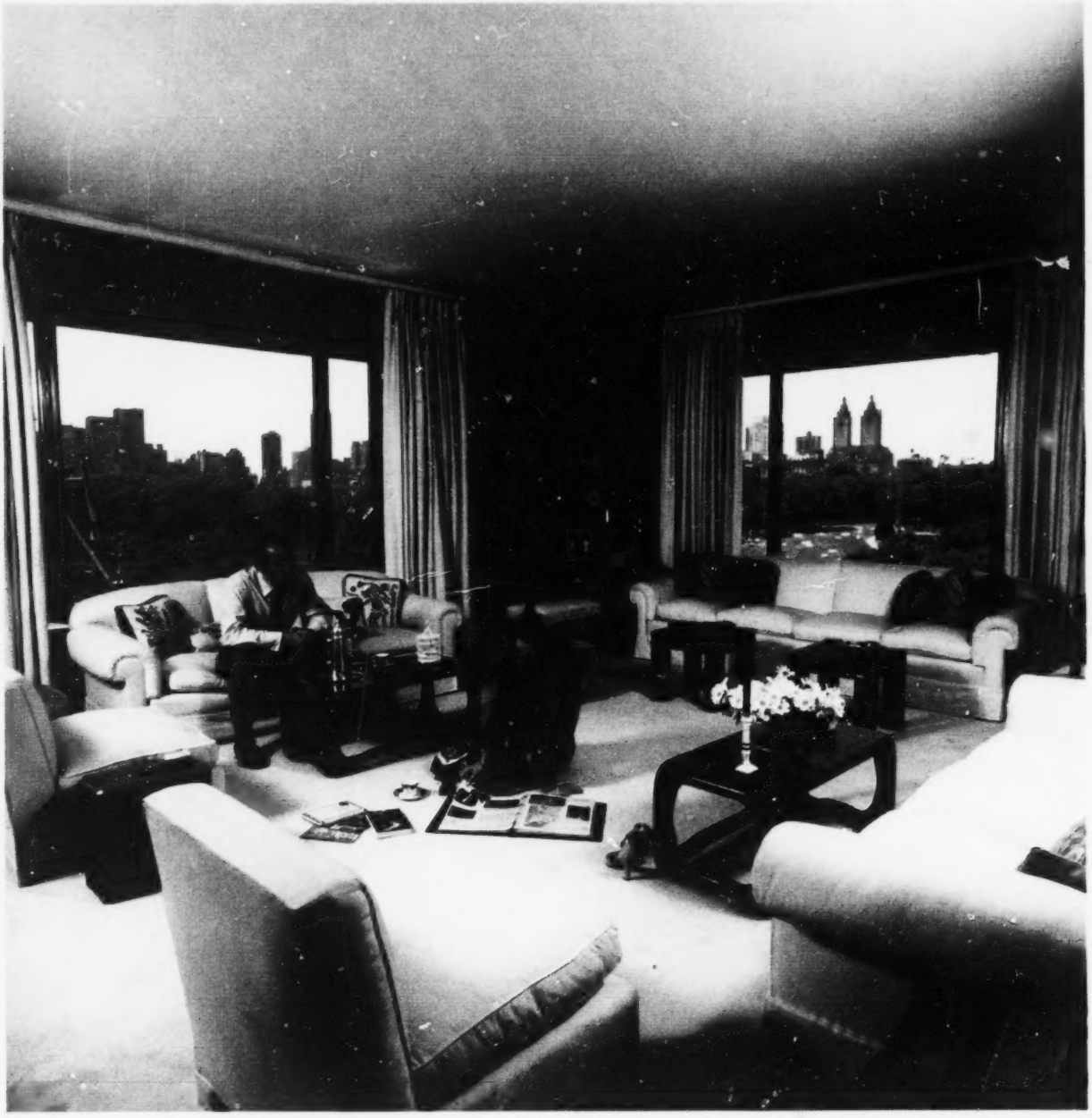


House Beautiful subscribers spend $380,000,000 each month merely to make their houses beautiful.

THINK HOW MUCH THEY SPEND ON ALMONDS, LINCOLN CONTINENTALS, CHIVAS REGAL AND VITAMINS.

HOUSE BEAUTIFUL.
IMMENSE BUYING POWER
LOOKING FOR THINGS TO BUY.

Folio 400

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / contrld.	B/w rate 1X
151	Institutions	8,822	8,798	24	—	2,273	105,331	1,226	—	24	B	BPA	CP	3,665
152	1,001 Decorating Ideas	8,817	2,748	4,320	1,749	282	782,977	588,596	194,381	6	C	ABC	P	8,620
153	Easyriders	8,785	1,418	742	6,625	465	411,714	43,661	368,053	12	C	ABC	P	3,900
154	Guns & Ammo	8,770	3,502	2,660	2,608	609	480,948	332,929	158,019	12	C	ABC	P	4,390
155	Chic	8,650	94	102	8,454	52	263,152	4,633	258,519	12	C	ABC	P	1,500
156	Starlog	8,512	470	437	7,605	168	350,000	25,000	325,000	12	C	—	P	2,800
157	Mad Magazine	8,375	—	453	7,922	—	1,561,327	94,308	1,467,019	8	C	—	P	NA
158	Air Force Times	8,374	5,458	2,481	435	1,847	111,724	103,360	8,364	52	C	ABC	P	2,955
159	Yachting	8,316	5,733	1,385	1,198	2,159	148,484	95,851	49,903	12	C	ABC	P	3,750
160	Car Craft	8,311	3,578	979	3,754	757	362,495	135,670	—	12	C	ABC	P	4,025
161	Journal of the AMA	8,311	7,449	862	—	2,367	253,093	207,986	—	52	B	BPA	CP	3,180
162	Popular Electronics	8,139	4,426	2,584	1,129	707	410,214	326,617	83,597	12	C	ABC	P	7,135
163	Chemical Week	8,079	7,185	894	—	2,045	52,343	47,056	—	52	B	ABC		3,540
164	Swank	8,017	397	—	7,620	252	254,000	—	254,000	12	C	ABC	P	1,575
165	Ski	7,913	5,830	1,354	729	615	415,611	321,388	94,223	7	C	ABC	P	7,990
166	New Equipment Digest	7,885	7,885	—	—	*1,256	174,852	—	—	12	B	BPA	C	5,980
167	Los Angeles Magazine	7,844	5,548	1,104	1,192	2,527	147,658	87,298	60,360	12	C	ABC	P	2,525
168	National Wildlife	7,820	—	7,820	—	—	920,000	920,000	—	12	C	—	P	NA
169	Cuisine	7,791	3,322	4,065	404	346	665,342	633,040	32,302	10	C	ABC	P	8,000
170	Signature	7,747	3,170	4,577	—	552	605,358	605,358	—	12	C	ABC	P	5,610
171	American Journal of Nursing	7,744	3,489	4,255	—	1,087	337,950	337,950	—	12	B	ABC	P	3,085
172	Chicago Magazine	7,652	5,792	1,210	650	1,970	180,481	147,827	32,654	12	C	ABC	P	2,980
173	Weight Watchers Magazine	7,599	1,480	3,710	2,409	201	822,322	594,155	228,167	12	C	ABC	P	6,900
174	Eastern Review	7,559	7,559	—	—	914	310,000	—	—	12	C	—	I	7,090
175	Architectural Record	7,297	6,068	1,229	—	1,769	67,020	67,020	—	15	B	ABC	C	3,450
176	Ms.	7,249	3,674	2,634	941	505	506,067	427,675	78,392	12	C	ABC	P	5,910
177	Natural History	7,207	2,538	4,507	162	509	461,557	450,736	10,821	12	C	ABC	P	5,500
178	Professional Builder & Apt. Bus.	7,166	7,006	160	—	1,711	109,000	7,909	—	12	B	BPA	C	4,015
179	Family Handyman	7,164	2,100	4,599	465	493	900,397	859,075	41,322	9	C	ABC	P	6,795
180	Purchasing Magazine	7,123	7,123	—	—	2,874	87,869	—	—	24	B	BPA	C	3,395
181	Automotive News	7,114	5,586	1,528	—	*1,862	62,739	62,739	—	52	B	ABC	P	2,400
182	Science	7,071	4,688	2,383	—	1,287	153,747	153,747	—	52	C	ABC	P	2,175
183	The Farmer	7,060	6,159	901	—	139	180,265	180,265	—	24	F	ABC	P	3,800
184	Playbill	7,055	7,055	—	—	532	1,070,000	—	—	12	C	—	C	10,609
185	Arizona Highways	7,050	—	5,250	1,800	—	625,000	525,000	100,000	12	C	—	P	NA
186	Industrial Equipment News	7,029	7,029	—	—	*1,081	182,000	—	—	12	B	BPA	C	2,964
187	EDN	7,021	7,021	—	—	2,982	94,672	—	—	24	B	BPA	C	2,850
188	Audubon	6,962	1,022	5,940	—	209	330,000	330,000	—	6	C	—	P	4,320
189	Hoard's Dairyman	6,905	5,787	1,118	—	949	223,542	223,542	—	24	F	ABC	P	5,060
190	Travel Agent	6,898	6,828	70	—	7,139	27,488	23,421	—	104	B	ABC	PC	1,130
191	Byte	6,884	1,682	4,716	486	1,800	137,849	117,614	20,235	12	C	ABC	P	2,500
192	Philadelphia Inquirer Sunday	6,817	6,817	—	—	1,130	850,000	—	—	52	C	ABC	N	7,605
193	Boating	6,786	4,752	1,388	646	1,259	189,306	153,394	35,912	12	C	ABC	P	4,130
194	W	6,770	4,300	2,132	338	670	142,753	180,240	12,513	27	C	ABC	P	5,100
195	Decorating & Craft Ideas	6,736	2,563	3,558	615	346	800,295	751,100	49,195	10	C	ABC	P	6,465
196	Cycle World	6,692	4,136	1,202	1,354	888	319,363	206,512	112,851	12	C	ABC	P	5,970
197	Soap Opera Digest	6,625	320	1,587	4,718	97	607,617	216,074	391,543	14	C	ABC	P	3,000
198	Dun's Review	6,654	6,331	323	—	962	253,737	—	—	12	B	ABC	C	5,405
199	Broadcasting	6,632	5,584	1,048	—	2,582	36,487	33,295	—	51	B	AB[illegible]		1,975
200	Modern Plastics	6,526	5,674	852	—	1,572	49,628	49,628	—	12	B	ABC	P	3,075

* Tabloid size

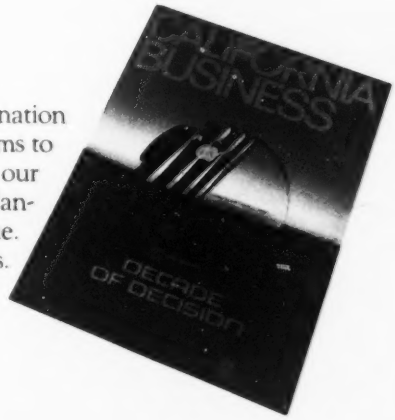
Set and properties courtesy of The Sandlow Group, Los Angeles. Desk set courtesy of Atelier International Ltd., Los Angeles.

CALIFORNIA BUSINESS WILL HAVE A DECIDED ADVANTAGE IN THE 80'S.

SO WILL CALIFORNIA BUSINESS.

Experts say California's economy will lead the nation in the eighties. But there are important problems to be faced. As the magazine of California business, our year-long *Decade of Decision* series starting in January will explore those problems—issue by issue. To reach our 189,000* decision-makers, reach us.

*Extrapolated from Audits & Surveys, Inc. December 1979 study. Circulation guarantee effective January 1980. ABC Audit membership applied for.



Los Angeles	San Francisco	San Diego	Anaheim	Sacramento	San Jose	New York	Dallas	Tampa
(213) 653-9340	(415) 421-3804	(714) 233-1359	(714) 761-9118	(916) 447-6092	(408) 998-7999	(212) 682-6131	(214) 241-7401	(813) 247-5411

Folio 400

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / contrld.	B/w rate 1X
201	Consumers Digest	6,437		6,437	—		804,607	804,607	—	7	C		P	NA
202	Nation's Restaurant News	6,435	5,979	456	—	*1,411	59,252	59,252	—	25	B	ABC	P	4,244
203	Restaurant Business	6,425	6,352	73	—	2,040	70,253	1,700	—	15	B	BPA	C	2,980
204	The American Legion Magazine	6,380	2,492	3,888	—	322	2,591,724	2,591,724	—	12	C	ABC	P	8,569
205	Petersen's Photographic	6,373	3,517	1,276	1,580	647	258,333	170,579	87,754	12	C	ABC	P	4,160
206	Workbasket	6,230	1,460	4,548	222	295	1,778,529	1,741,471	37,058	12	C	ABC	P	4,250
207	Harvard Business Review	6,225	2,036	4,189	—	437	199,730	199,730	—	6	C	ABC	P	3,940
208	Sea	6,177	4,144	1,482	551	1,049	166,985	136,381	30,064	12	C	ABC	P	3,650
209	Co-ed	6,084	3,033	2,392	659	318	820,786	765,836	54,950	10	C	ABC	P	5,489
210	Patient Care	6,062	6,024	38	—	2,475	106,079	2,000	—	21	B	BPA	C	2,345
211	Popular Hot Rod	6,039	2,194	441	3,404	508	299,295	72,382	226,913	12	C	ABC	P	3,322
212	Quest	6,010	1,211	4,508	291	247	305,339	288,027	17,312	8	C	ABC	P	3,890
213	Philadelphia	6,008	4,416	968	624	1,840	138,672	108,943	29,729	12	C	ABC	P	2,295
214	Atlantic	5,997	2,100	3,337	560	431	334,496	319,441	31,113	12	C	ABC	P	4,430
215	Black Enterprise	5,985	4,260	1,725	—	545	230,000	230,000	—	12	C	ABC	P	6,500
216	Hydrocarbon Processing	5,962	5,630	332	—	2,940	33,969	33,964	—	12	B	ABC	P	1,740
217	World Tennis	5,840	3,059	2,370	411	497	340,708	306,468	84,420	12	C	ABC	P	6,175
218	Circus	5,810	1,230	1,090	3,490	426	134,706	55,388	79,318	52	C	ABC	P	2,475
219	Instructor	5,777	3,083	2,694	—	860	255,491	255,491	—	10	C	ABC	P	3,135
220	Trailer Life	5,771	3,965	1,334	472	1,621	315,912	287,388	28,524	12	C	ABC	P	3,455
221	Motor Boating & Sailing	5,754	4,342	754	658	1,385	133,401	96,844	36,557	12	C	ABC	P	2,480
222	Electrical Construction & Maint.	5,738	4,880	858	—	1,431	74,917	74,917	—	12	B	ABC	P	2,965
223	Adam	5,731	72	160	5,499	60	236,406	7,281	229,125	12	C	—	P	1,200
224	Motor News	5,705	941	4,764	—	204	794,000	794,000	—	12	C	ABC	P	4,130
225	Sesame Street	5,703	—	2,987	2,716	—	799,595	497,800	301,795	12	C	—	P	NA
226	Progressive Grocer	5,698	5,411	287	—	1,012	82,928	11,075	—	12	B	BPA	C	4,740
227	Moneysworth	5,686	2,131	3,555	—	296	1,049,827	1,049,827	—	12	C	ABC	P	7,200
228	Supermarket News	5,675	5,240	435	—	*1,345	57,960	57,960	—	52	B	ABC	P	3,595
229	The AOPA Pilot	5,522	3,308	2,214	—	718	221,369	221,369	—	12	C	ABC	P	3,530
230	Mad Specials	5,500	—	—	5,500	—	1,100,000	—	1,100,000	4	C	—	P	NA
231	Body Forum	5,500	—	5,500	—	—	500,000	500,000	—	12	C	—	C	NA
232	American Baby	5,497	5,497	—	—	397	1,000,200	—	—	12	C	—	C	13,400
233	Miami Herald Sunday	5,452	5,452	—	—	1,337	495,000	—	—	52	C	ABC	N	5,248
234	Club International	5,413	140	—	5,273	156	185,000	—	185,000	12	C	—	P	900
235	Woodall's RV Trailer	5,399	3,872	1,215	312	994	290,391	269,594	20,797	12	C	ABC	P	3,495
236	Meetings & Conventions	5,390	5,390	—	—	1,543	73,672	—	—	12	B	BPA	C	3,855
237	Workbench	5,384	1,668	3,525	191	362	1,153,686	1,121,819	31,867	6	C	ABC	P	3,835
238	Electronic Engineering Times	5,316	5,316	—	—	*1,753	94,641	—	—	26	B	BPA	C	2,895
239	Self	5,291	1,131	1,523	2,637	234	675,000	382,000	29,000	12	C	—	P	5,000
240	Navy Times	5,236	3,253	1,609	374	1,889	87,618	80,434	7,184	52	C	ABC	P	1,845
241	Tiger Beat	5,233	341	692	4,200	137	436,466	86,466	350,000	12	C	ABC	P	2,495
242	Washington Post Sunday	5,218	5,218	—	—	1,701	766,000	—	—	52	C	ABC	N	5,431
243	Wallace's Farmer	5,204	4,775	429	—	1,014	132,442	132,442	—	25	F	ABC	P	3,534
244	Power	5,199	4,611	588	—	1,588	50,315	49,057	—	12	B	ABC	P	2,770
245	Harper's Magazine	5,173	2,088	2,575	510	402	301,287	270,620	30,667	12	C	ABC	P	4,300
246	Washingtonian	5,144	3,995	700	449	1,573	94,135	72,700	21,375	12	C	ABC	P	2,180
247	Pickup, Van & 4WD	5,136	3,292	820	1,024	659	227,284	160,152	67,132	12	C	ABC	P	3,995
248	S. F. Exam. & Chron. Sunday	5,116	5,116	—	—	1,267	662,000	—	—	52	C	ABC	N	5,199
249	Publishers' Weekly	5,110	4,103	1,007	—	2,984	35,981	35,981	—	52	B	ABC	P	1,250
250	RN Magazine	4,963	1,850	3,113	—	578	249,455	230,576	—	12	B	BPA	PC	2,880

* Tabloid size

After Campari ran their campaign in GQ, they bought us drinks.

ITALY
CAMPARI
GQ
THE NEW MAN IN TOWN
HOW HE DRESSES, WHAT HE DRINKS, WHERE HE GOES AND THE WAY YOU LIVE NOW
ALL THE LATEST SWING
THE NEWEST NARROW LAPEL, UNCONSTRUCTED STYLES AND WHERE TO WEAR WITH THEM
MAN AT HOME SECTION
TWO UNIQUE URBAN APARTMENTS
STEREO EQUIPMENT FOR EVERY BUDGET

When Campari decided to start advertising in GQ, they couldn't have found a better audience for them if they'd handpicked it.

The GQ reader is young, single, highly educated and affluent. He likes to start new trends. To experiment with new things. To entertain, and be entertained. And he likes the best of everything.

In other words, he's exactly the kind of man who would drink Campari.

Campari has been advertising in GQ for over three years, and their sales keep right on going up.

So in the spirit of our successful relationship, they bought us drinks.

It seems the more people discover what our readers are all about, the more fashionable it becomes to advertise in GQ.

GQ

There's a lot more to fashion than clothes.

A Conde Nast Publication

A Folio 400

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251	**Fleet Owner**	4,957	4,957	—	—	1,392	77,859	—	—	12	B	BPA	C	3,245
252	**Boston Globe Sunday**	4,942	4,942	—	—	1,835	689,631	—	—	52	C	ABC	N	4,633
253	**Radio Electronics**	4,931	2,556	1,612	763	857	174,843	111,266	63,577	12	C	ABC	P	2,500
254	**Players**	4,919	130	130	4,659	93	200,002	5,887	194,511	12	C	ABC	P	1,400
255	**Coin World**	4,900	3,151	1,152	597	3,245	90,301	76,798	13,503	52	C	—	P	971
256	**Magazine Antiques**	4,890	3,118	1,728	44	1,595	76,051	74,995	1,056	12	C	ABC	P	1,610
257	**Audio**	4,878	3,653	642	583	930	130,683	91,792	38,890	12	C	ABC	P	3,565
258	**Travel Trade**	4,849	4,761	88	—	*3,450	24,419	19,940	—	52	B	ABC	P	1,380
259	**L'Officiel USA**	4,841	2,555	1,297	989	680	145,551	97,667	47,884	7	C	ABC	P	2,995
260	**Journal of Accountancy**	4,833	1,562	3,271	—	550	223,429	223,429	—	12	B	ABC	P	2,640
261	**Atlanta Journal Const. Sunday**	4,832	4,832	—	—	1,510	523,000	—	—	52	C	ABC	N	4,285
262	**Denver Post Sunday**	4,824	4,824	—	—	2,885	357,000	—	—	52	C	ABC	N	2,746
263	**Eros**	4,821	96	—	4,725	120	175,000	—	175,000	12	C	—	P	800
264	**American Machinist**	4,767	4,547	220	—	1,840	67,143	5,372		12	B	BPA	C	2,275
265	**Commercial Car Journal**	4,763	4,763	—	—	1,401	75,373	—	—	12	B	ABC	C	3,170
266	**Business & Coml. Aviation**	4,735	4,735	—	—	973	50,521	—	—	12	B	BPA	C	5,195
267	**Interior Design**	4,733	3,401	878	454	2,188	48,039	36,594	11,318	12	B	ABC	P	1,545
268	**Delta Sky**	4,730	4,730	—	—	706	213,787	—	—	12	C	—	I	5,950
269	**Coal Age**	4,660	4,454	206	—	2,276	20,677	20,677	—	12	B	ABC	P	1,700
270	**Modern Materials Handling**	4,598	4,598	—	—	1,602	93,542	—	—	12	B	BPA	C	2,670
271	**Stag**	4,590	189	—	4,401	204	163,000	—	163,000	12	C	—	P	925
272	**Milwaukee Journal Sunday**	4,569	4,569	—	—	1,189	534,000	—	—	52	C	ABC	N	5,195
273	**Postgraduate Medicine**	4,543	4,139	404	—	1,578	121,742	13,980	—	12	B	BPA	CP	2,100
274	**Learning**	4,522	1,712	2,810	—	551	200,700	200,700	—	9	B	ABC	P	2,895
275	**House Beautiful's Col. Homes**	4,518	755	1,549	2,214	216	378,811	194,325	184,486	6	C	ABC	P	4,500
276	**Our Sunday Visitor**	4,516	1,061	855	2,600	416	340,000	90,000	250,000	52	R	—	P	2,550
277	**Electrical World**	4,505	4,128	377	—	1,584	26,217	23,665	—	24	B	ABC	PC	2,345
278	**Linn's Weekly Stamp News**	4,479	2,940	1,224	315	3,800	88,719	81,589	7,130	52	C	—	P	1,075
279	**American Family Physician**	4,453	4,363	90	—	1,762	128,539	4,850	—	12	B	BPA	C	2,475
280	**Financial World**	4,444	2,753	1,607	84	847	66,831	64,015	2,816	24	C	ABC	P	2,900
281	**Engineering & Mining Journal**	4,405	4,099	306	—	1,608	23,233	23,233	—	12	B	ABC	P	2,055
282	**L.I. Newsday Sunday**	4,370	4,370	—	—	1,536	552,000	—	—	52	C	ABC	N	4,154
283	**Bassmaster Magazine**	4,368	2,437	1,931	—	372	275,910	275,910	--	6	C	ABC	P	5,400
284	**Construction Equipment**	4,343	4,343	—	—	1,377	74,108	—	—	13	B	BPA	C	2,965
285	**Industrial Research/Del.**	4,327	4,327	—	—	1,409	103,742	—	—	12	B	BPA	C	2,950
286	**Teacher**	4,308	2,107	2,201	—	629	222,879	222,879	—	12	B	ABC	P	2,950
287	**Diversion**	4,280	4,280	—	—	1,499	179,688	—	—	12	B	BPA	C	3,150
288	**American Artist**	4,225	2,226	1,686	313	673	135,965	118,628	17,337	12	C	ABC	P	2,923
289	**Housing**	4,193	2,938	1,255	—	668	86,508	86,508	—	12	B	ABC	P	4,030
290	**Minneapolis Tribune Sunday**	4,174	4,174	—	—	1,022	610,000	—	—	52	C	ABC	N	4,495
291	**Chemical & Engineering News**	4,117	2,722	1,395	—	1,278	120,170	120,170	—	52	B	ABC	P	3,475
292	**Modern Salon**	4,107	2,355	1,752	—	785	143,111	122,121	—	12	B	ABC	PC	3,890
293	**Skin Diver**	4,091	1,103	2,310	678	694	167,573	129,916	37,657	12	C	ABC	P	2,800
294	**American Way**	4,075	4,075	—	—	624	250,000	—	—	12	C	—	I	5,845
295	**Early American Life**	4,061	1,221	2,701	139	329	322,621	307,217	15,404	6	C	ABC	P	3,300
296	**Consultant**	4,036	4,036	—	—	1,272	152,000	—	—	12	B	BPA	C	2,820
297	**V.F.W. Magazine**	4,029	2,262	1,767	—	291	1,767,351	1,767,351	—	12	C	ABC	P	6,877
298	**Model Railroader**	3,971	1,457	1,168	1,346	1,046	178,853	86,139	89,714	12	C	ABC	P	1,166
299	**Computer Design**	3,897	3,897	—	—	1,625	67,138	—	—	12	B	BPA	C	2,395
300	**Modern Medicine**	3,884	3,884	—	—	1,833	122,039	—	—	21	B	BPA	P	2,885

* Tabloid size

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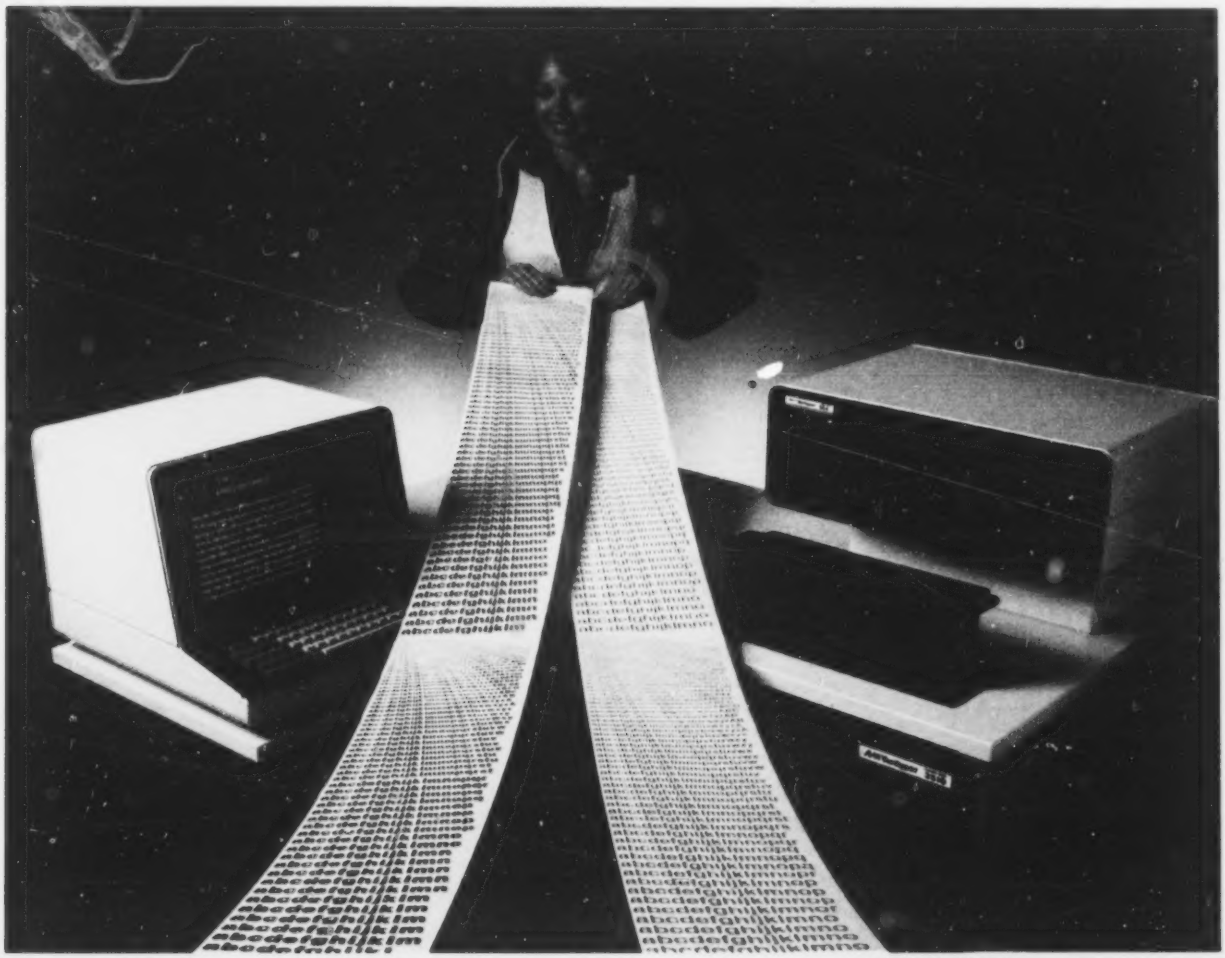

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A Folio 400

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / controld.	B/w rate 1X
301	Successful Meetings	3,876	3,856	20	—	1,366	70,343	657	—	12	B	BPA	C	3,050
302	American Bar Assn. Journal	3,858	3,115	743	—	708	247,602	247,602	—	12	B	ABC	P	4,300
303	Photoplay	3,854	973	1,708	1,273	378	387,771	276,087	111,684	11	C	ABC	P	2,310
304	Chain Store Age Supermarkets	3,844	3,844		—	811	104,183	—	—	12	B	ABC	C	4,390
305	Catholic Digest	3,827	1,124	2,138	565	470	542,175	479,450	62,725	12	R	ABC	P	2,392
306	Alaska	3,806	782	2,006	1,018	537	187,274	136,274	51,000	12	C	ABC	P	1,644
307	Graphic Arts Monthly	3,742	3,742	—	—	1,838	77,279	—	—	12	B	BPA	C	2,190
308	Infosystems	3,734	3,734	—	—	954	103,810	—	—	12	B	BPA	C	3,749
309	Motorboat	3,714	2,568	646	500	753	124,330	96,576	27,754	12	C	ABC	P	2,785
310	American Girl	3,696	1,255	2,441	—	203	630,324	630,324	—	12	C	ABC	P	NA
311	Discount Store News	3,681	1,606	75	—	*967	29,247	24,663	—	24	B	ABC	PC	3,636
312	True Confessions	3,674	777	57	2,840	392	258,670	9,586	249,084	12	C	ABC	P	1,980
313	Heavy Duty Trucking	3,652	3,652	—	—	1,138	88,535	—	—	12	B	BPA	C	2,950
314	Sales & Marketing Management	3,648	2,332	1,316	—	870	45,400	45,400	—	16	B	ABC	P	2,850
315	Heavy Metal	3,629	144	336	3,149	96	208,512	33,584	174,928	12	C	ABC	P	2,000
316	Chemical Processing	3,618	3,618	—	—	1,445	80,052	—	—	14	B	BPA	C	2,195
317	Plastics Technology	3,562	3,562	—	—	1,337	38,550	—	—	12	B	BPA	C	2,395
318	Houston Chronicle Sunday	3,559	3,559	—	—	1,681	426,000	—	—	52	C	ABC	N	2,985
319	Games	3,543	385	3,002	156	94	520,527	499,747	20,780	6	C	ABC	P	3,500
320	Electronic Products	3,526	3,526	—	—	1,295	92,106	—	—	12	B	BPA	C	2,610
321	Houston Home/Garden	3,508	2,477	649	382	1,304	66,098	49,772	16,326	12	C	ABC	P	2,200
322	Hardware Retailing	3,492	3,417	75	—	1,700	61,938	42,587	—	12	B	ABC	PC	1,950
323	Gifts & Decorative Accessories	3,480	2,950	530	—	1,805	32,120	32,120	—	12	B	ABC	P	1,420
324	Columbia	3,473	350	3,123	—	109	1,249,000	1,249,000	—	12	C	—	P	3,206
325	Moody Monthly	3,461	1,124	2,064	273	584	297,477	275,219	22,258	11	R	—	P	2,500
326	Air Cond., Htg. & Ref. News	3,443	2,800	643	—	*892	30,758	30,758	—	52	B	ABC	P	2,964
327	Chronicle of Higher Education	3,438	1,800	1,638	—	1,482	66,567	66,567	—	46	C	ABC	P	1,215
328	The Office	3,420	3,380	40	—	1,545	123,188	4,012	—	12	B	BPA	CP	2,000
329	Four Wheeler	3,409	1,686	635	1,088	529	159,616	99,152	60,464	12	C	ABC	P	2,570
330	Daily Word	3,400	—	3,400	—	—	1,700,000	1,700,000	—	52	R	—	P	NA
331	Telephony	3,400	2,958	442	—	3,418	34,088	25,927	—	52	B	VAC	PC	1,140
332	The Elks Magazine	3,390	1,350	2,040	—	297	1,631,725	1,631,725	—	12	C	ABC	P	5,630
333	Hardware Age	3,373	3,275	98	—	1,524	56,280	30,092	—	12	B	ABC	PC	1,950
334	Rona Barrett's Hollywood	3,356	15	138	3,203	9	289,450	22,500	266,950	12	C	ABC	P	1,640
335	Hadassah	3,339	1,119	2,220	—	220	370,000	370,000	—	12	R	—	P	4,675
336	Future	3,332	262	280	2,790	168	175,000	20,000	155,000	8	C	—	P	1,500
337	Today's Education	3,328	1,550	1,778	—	325	1,693,316	1,693,316	—	4	C	ABC	P	8,850
338	Vogue Patterns	3,300	574	864	1,862	152	461,472	185,639	275,833	6	C	ABC	P	3,375
339	Detroit Free Press Sunday	3,288	3,288	—	—	1,061	714,000	—	—	52	C	ABC	N	5,590
340	Shotgun News	3,276	2,293	983	—	4,680	131,000	131,000	—	12	C	—	P	490
341	Building Supply News	3,254	3,254	—	—	1,406	38,087	—	—	12	B	ABC	C	2,475
342	Teen Beat	3,251	69	—	3,182	70	353,597	—	353,597	12	C	ABC	P	990
343	Dirt Bike	3,251	930	567	1,754	275	158,931	41,966	116,965	12	C	ABC	P	2,715
344	Pittsburgh Press Sunday	3,248	3,248	—	—	946	682,000	—	—	52	C	ABC	N	5,670
345	Highway & Heavy Construction	3,244	3,244	—	—	1,160	70,489	—	—	12	B	BPA	C	2,650
346	TWA Ambassador	3,241	3,241	—	—	531	310,000	—	—	12	C	—	I	6,380
347	Progressive Architecture	3,231	2,845	386	—	986	71,426	71,426	—	12	B	ABC	P	3,440
348	Blair & Ketchum's Ctny. Jrnl.	3,226	1,304	1,646	276	574	176,387	158,011	18,376	12	C	ABC	P	3,300
349	Western Horseman	3,222	1,533	655	1,034	792	170,623	101,673	68,950	12	C	ABC	P	1,600
350	Cleveland Plain Dealer Sunday	3,216	3,216	—	—	1,746	458,000	—	—	52	C	ABC	N	3,700

* Tabloid size

Town & Country.
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Town & Country has more affluent readers per copy than any of forty-five publications included in a 1979 Survey of Affluent Adults.

PUBLICATION	TOTAL ADULTS	TOTAL MALES	TOTAL FEMALES
Town & Country	**3.94**	**1.36**	**2.58**
Architectural Digest	3.03	1.27	1.76
"W"	2.09	0.83	1.26
Barron's	2.05	1.66	0.39
Business Week	2.04	1.50	0.54
Fortune	1.93	1.43	0.50
House Beautiful	1.86	0.53	1.33
The New Yorker	1.85	0.97	0.88
Gourmet	1.78	0.72	1.07
Wall Street Journal	1.72	1.27	0.45
Forbes	1.65	1.21	0.44
House & Garden	1.55	0.46	1.09
Travel & Leisure	1.53	0.88	0.65
Harper's Bazaar	1.45	0.24	1.21
The New York Times (Daily)	1.44	0.81	0.63
Vogue	1.42	0.26	1.16
New York	1.38	0.57	0.81
Dun's Review	1.32	1.06	0.26
Tennis	1.22	0.70	0.52
The New York Times (Sunday)	1.18	0.56	0.62
Bon Appetit	1.14	0.42	0.72
Money	1.03	0.66	0.37
Golf Digest	0.94	0.66	0.28
Harper's Magazine	0.87	0.31	0.56
New West	0.86	0.50	0.36
World Tennis	0.85	0.49	0.36
Golf Magazine	0.83	0.60	0.23
Newsweek	0.83	0.44	0.39
U.S. News & World Report	0.83	0.51	0.32
Time	0.78	0.41	0.37
Smithsonian	0.75	0.39	0.36
Sports Illustrated	0.73	0.48	0.25
Scientific American	0.72	0.50	0.22
Natural History	0.70	0.35	0.35
Signature	0.63	0.36	0.27
Esquire	0.62	0.41	0.21
Nation's Business	0.56	0.45	0.11
The Atlantic	0.54	0.26	0.28
Saturday Review	0.48	0.19	0.29
National Geographic	0.39	0.21	0.18
Good Housekeeping	0.37	0.09	0.28
Better Homes & Gardens	0.36	0.12	0.24
Psychology Today	0.36	0.17	0.19
Ladies' Home Journal	0.28	0.06	0.22
McCall's	0.23	0.05	0.18

This survey also reports on how these affluent readers spend their money on furniture, electronics, cars, travel, alcoholic beverages, wine and much much more. Call your Town & Country representative and we'll share this wealth of information.

Town & Country: service/fashion/beauty/shelter on quite another level.

Source: 1979 Survey of Adults and Markets of Affluence. Monroe Mendelsohn Research, Inc.

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Folio 400

		Est. total sales ($000)	Est. advertising sales ($000)	Est. subscription sales ($000)	Est. newsstand sales ($000)	Est. ad pages	Average circ.	Average no. subs.	Average newsstand sales	Issues / year	Magazine type	Auditing org.	Pd. / contrld.	B/w rate 1X
351	Tooling & Production	3,213	3,213	—	—	1,811	70,056	—	—	12	B	BPA	C	1,655
352	Motorcyclist	3,207	1,592	625	990	519	154,898	88,903	65,995	12	C	ABC	P	2,360
353	Country Music	3,201	1,251	1,770	180	363	334,679	316,679	17,961	10	C	ABC	P	3,000
354	Ellery Queen's Mystery Mag.	3,198	149	2,355	694	48	278,530	232,279	46,256	12	C	—	P	3,110
355	PSA California	3,195	3,195	—	—	1,308	60,742	—	—	12	C	—	I	2,095
356	Power Engineering	3,167	3,167	—	—	1,058	47,165	—	—	12	B	BPA	C	3,050
357	Ind. Maint + Plant Operations	3,161	3,161	—	—	688	105,571	—	—	12	B	BPA	C	4,420
358	Motorland	3,146	781	2,365	—	138	1,182,540	1,182,540	—	6	C	—	P	5,995
359	Drug Therapy (Office ed.)	3,143	3,143	—	—	1,189	240,617	—	—	12	B	BPA	C	2,430
360	Motor	3,130	1,942	1,188	—	519	131,977	131,977	—	12	B	ABC	P	3,425
361	Motor/Age	3,123	2,434	689	—	625	142,700	68,944	—	12	B	BPA	PC	3,570
362	ARTnews	3,119	2,031	895	193	1,025	67,139	58,965	8,174	10	C	ABC	P	1,795
363	IEEE Spectrum	3,116	2,201	915	—	785	196,223	182,332	—	12	B	BPA	P	3,326
364	Montgomery Ward A. C. News	3,115	350	2,765	—	60	1,152,000	1,152,000	—	6	C	—	P	5,694
365	Jack & Jill	3,111	53	2,817	241	16	501,696	469,530	32,166	10	C	—	P	3,300
366	Bakery Production & Marketing	3,098	3,098	—	—	1,816	27,437	—	—	12	B	BPA	C	1,980
367	Packaging Digest	3,090	3,090	—	—	*1,307	66,983	—	—	12	B	ABC	C	2,750
368	Off-Road	3,088	1,500	425	1,163	519	148,295	70,792	77,503	12	C	ABC	P	2,330
369	San Diego Magazine	3,086	2,521	355	210	1,947	41,264	29,579	11,685	12	C	ABC	P	1,300
370	Camping Journal	3,038	1,033	1,969	81	259	321,487	312,153	9,334	9	C	ABC	P	3,495
371	Rona Barrett's Gossip	3,062	23	126	2,913	9	262,750	20,000	242,750	12	C	ABC	P	1,375
372	Material Handling Engineering	3,056	3,056	—	—	1,162	88,425	—	—	12	B	BPA	C	2,630
373	Shooting Times	3,051	923	564	1,564	520	179,349	81,359	97,990	12	C	ABC	P	1,650
374	Columbus Dispatch Sunday	3,029	3,029	—	—	1,564	344,000	—	—	52	C	ABC	N	2,745
375	Kansas City Star Sunday	3,027	3,027	—	—	1,080	408,000	—	—	52	C	ABC	N	3,603
376	Phoenix Republic Sunday	3,023	3,023	—	—	1,697	348,000	—	—	52	C	ABC	N	2,656
377	Production	2,999	2,999	—	—	1,143	79,855	—	—	12	B	BPA	C	2,389
378	Working Woman	2,993	936	1,361	694	373	220,679	178,604	42,075	12	C	ABC	P	4,025
379	Hospitals, J.A.H.A.	2,992	2,752	240	—	1,916	8,000	8,000	—	24	B	BPA	—	1,725
380	Mini-Micro Systems	2,968	2,932	36	—	847	83,542	915	—	12	B	BPA	C	3,330
381	Flower & Garden	2,933	1,062	1,785	86	286	—	509,038	7,191	12	C	ABC	P	3,095
382	Restaurant Hospitality	2,921	2,921	—	—	1,657	76,500	—	—	12	B	BPA	C	3,155
383	Drug Topics	2,917	2,917	—	—	930	79,691	—	—	12	B	BPA	C	2,775
384	Production Engineering	2,903	2,903	—	—	908	90,662	—	—	12	B	BPA	C	2,950
385	Christianity Today	2,898	898	2,000	—	618	190,000	190,000	—	22	C	—	P	1,454
386	Tiger Beat Star	2,864	38	162	2,664	39	248,600	26,620	222,000	12	C	ABC	P	1,160
387	Amer. Printer & Lithographer	2,853	2,853	—	—	1,200	70,117	—	—	12	B	BPA	C	2,190
388	Capper's Weekly	2,841	630	2,211	—	280	422,062	422,096	—	26	C	ABC	P	3,720
389	Communications News	2,833	2,738	95	—	652	36,217	9,000	—	12	B	BPA	CP	3,775
390	Rotarian	2,832	782	2,050	—	257	462,697	462,697	—	12	C	ABC	P	2,775
391	Institutional Distribution	2,812	2,759	53	—	1,170	23,290	1,753	—	12	B	BPA	C	2,310
392	Nuestro	2,803	672	1,390	741	280	188,614	139,200	49,414	12	C	—	P	2,400
393	Skateboarder	2,796	1,500	360	936	820	82,000	30,000	52,000	12	C	—	P	1,750
394	AutoWeek	2,791	1,389	1,273	129	926	75,175	71,864	3,311	52	C	ABC	P	1,500
395	Specifying Engineer	2,781	2,656	125	—	1,476	27,928	4,345	—	12	B	BPA	C	1,770
396	Modern Office Procedures	2,780	2,780	—	—	1,166	111,383	—	—	12	B	BPA	C	2,550
397	Practical Cardiology	2,776	2,776	—	—	1,091	85,552	—	—	12	B	BPA	C	2,162
398	Equus	2,774	698	1,995	81	309	144,085	140,715	3,370	12	C	ABC	P	2,250
399	Pulp & Paper	2,701	2,663	38	—	1,714	20,792	2,562	—	13	B	BPA	CP	1,410
400	Editor & Publisher	2,700	2,222	478	—	1,538	26,648	25,315	—	52	B	ABC	P	1,340

* Tabloid size

The double exposure factor.

Two advertising exposures are better than one. And two advertising exposures for the price of one are even better.

The question is, where can you find such a bargain? And the answer isn't a television commercial. Once it runs, it runs its course. And nobody gets another look unless you pay the price all over again.

A magazine is a different proposition. It doesn't disappear before the reader's eyes. It waits for him to come back to the same magazine and the same ad.

The result is, the average reader of the average magazine is exposed to your ad twice. And what's that worth to you?

The three classic Politz research studies on the subject will all tell you that a reader's second exposure causes a significant increase in the one result every advertiser wants: willingness to buy. And it's all yours at no extra cost.

Make this your year to re-evaluate the balance of power between television and magazines. And ask the MPA for an IMS computer run based on the Media Imperatives* and your prospects, your data, your dollars.

Magazine Publishers Association, Inc.
575 Lexington Avenue, New York, N.Y. 10022. (212) 752-0055

*Simmons Media Studies

Magazines. The balance of power.

Top 200 magazines by circulation

	Title	Total circulation	Rank, Table A
1	Parade	21,035,928	13
2	TV Guide	20,044,375	1
3	Reader's Digest	18,036,216	3
4	Family Weekly	12,218,539	22
5	National Geographic Magazine	10,037,676	17
6	Better Homes and Gardens	8,023,592	9
7	Family Circle	7,948,017	8
8	Woman's Day	7,809,827	10
9	Modern Maturity	6,842,129	135
10	McCall's Magazine	6,519,804	15
11	Playboy	5,995,605	5
12	Ladies' Home Journal	5,832,279	18
13	Good Housekeeping	5,270,124	12
14	National Enquirer	5,186,800	16
15	Penthouse	4,632,141	11
16	Redbook Magazine	4,457,061	21
17	Time	4,293,387	2
18	Decision	3,655,000	118
19	Guideposts	3,200,000	95
20	The Star	3,199,044	23
21	Newsweek	2,929,888	4
22	New York News Sunday	2,780,000	61
23	Cosmopolitan	2,733,496	19
24	American Legion	2,591,724	204
25	People Weekly	2,394,660	6
26	Sports Illustrated	2,280,047	7
27	Prevention	2,268,097	42
28	Consumer Reports	2,229,000	43
29	U. S. News & World Report	2,052,250	20
30	Field & Stream	2,047,288	38
31	Glamour	1,889,711	25
32	Popular Science	1,812,183	34
33	Workbasket	1,778,529	206
34	V.F.W. Magazine	1,767,351	297
35	Smithsonian	1,761,267	37
36	Outdoor Life	1,741,976	39
37	Mechanix Illustrated	1,706,063	51
38	Daily Word	1,700,000	330
39	Today's Education	1,693,316	337
40	Midnight Globe	1,690,442	31
41	Southern Living	1,685,964	29
42	True Story	1,638,409	69
43	The Elks Magazine	1,631,725	332
44	Popular Mechanics	1,630,719	33
45	Mad Magazine	1,561,327	157
46	Hustler	1,546,118	26
47	Boys' Life	1,522,918	138
48	Parents' Magazine	1,479,519	76
49	Changing Times/Kiplinger Mag.	1,421,893	123
50	New York Times Magazine	1,412,481	40
51	Seventeen Magazine	1,411,539	35
52	Sunset	1,378,132	32
53	Life	1,328,598	44
54	Farm Journal	1,325,000	53
55	L. A. Times Home Magazine	1,310,000	88
56	Ebony	1,256,411	45
57	Columbia	1,249,000	324
58	Sport	1,244,716	89
59	Nation's Business	1,212,360	46
60	Organic Gardening	1,200,195	75
61	Highlights for Children	1,200,000	83
62	Motorland	1,182,540	358
63	Psychology Today	1,176,920	49
64	Chicago Tribune Magazine	1,156,000	119
65	Workbench	1,153,686	237
66	Montgomery Ward Auto Club News	1,152,000	364
67	Mad Specials	1,100,000	230
68	Bon Appetit	1,096,652	66
69	Playbill	1,070,000	184
70	American Rifleman	1,058,975	65
71	House & Garden	1,054,236	36
72	Money's Worth	1,049,827	227
73	New Woman	1,045,955	141
74	Grit	1,005,418	98
75	American Baby	1,000,200	232
76	Book Digest	997,268	108
77	Vogue	988,799	30
78	Teen	974,069	102
79	Mademoiselle	974,046	47
80	Golf Digest	956,820	55
81	Progressive Farmer	945,359	72
82	National Wildlife	920,000	168
83	Family Handyman	900,397	179
84	Oui	888,177	54
85	Family Health	868,298	133
86	Travel & Leisure	*	63
87	Hot Rod Magazine	854,680	73
88	Philadelphia Inquirer's Today	850,000	192
89	House Beautiful	849,070	50
90	Forum	833,328	84
91	Apartment Life	828,719	101
92	Detroit News Sunday Magazine	826,000	136
93	Popular Photography	825,834	41
94	Us	824,375	62
95	Weight Watchers Magazine	822,322	173
96	Co-ed	820,786	209
97	Money	809,903	56
98	Consumers Digest	804,607	201
99	Decorating & Craft Ideas	800,295	195
100	Sesame Street	799,595	225

* Average circulation for last six months of 1978 was 800,000; average circulation for the first six months of 1979 was 925,000.

	Title	Total circulation	Rank, Table A
101	Motor News	794,000	224
102	Business Week	793,524	14
103	Playgirl	787,747	64
104	Travel/Holiday	785,000	140
105	1001 Decorating Ideas	782,977	152
106	Yankee	780,420	124
107	The Washington Post Magazine	766,000	242
108	Motor Trend	764,526	77
109	Successful Farming	752,774	87
110	Car and Driver	735,176	70
111	Detroit Free Press Sunday	714,000	339
112	Golf	709,489	74
113	Jet	691,559	57
114	Boston Globe Sunday	689,631	252
115	Scientific American	688,722	52
116	Pittsburgh Press Sunday	682,000	344
117	Self	675,000	239
118	Forbes	671,855	28
119	Fortune	669,040	24
120	Gallery	666,250	67
121	Cuisine	665,342	169
122	San Francisco Examiner Calif. Liv.	662,000	248
123	Gourmet	661,782	96
124	Esquire/Fortnightly	660,154	58
125	American Girl	630,324	310
126	Arizona Highways	625,000	185
127	Rolling Stone	622,351	59
128	Mother Earth News	613,596	132
129	Modern Photography	610,272	81
130	Minneapolis Tribune Sunday	610,000	290
131	Soap Opera Digest	607,617	197
132	Harper's Bazaar	607,302	82
133	Signature	605,358	170
134	Essence Magazine	603,837	113
135	Saturday Evening Post	595,025	142
136	National Lampoon	592,041	106
137	Road & Track	591,617	79
138	Long Island Newsday Sunday	552,000	282
139	Club	543,174	80
140	Catholic Digest	542,175	305
141	Milwaukee Journal Sunday	534,000	272
142	Sports Afield	530,715	122
143	Saturday Review	529,139	120
144	Atlanta Journal/Constitution Mag.	523,000	261
145	Games	520,527	319
146	Stereo Review	516,027	79
147	Ms.	506,067	176
148	Jack & Jill	501,696	365
149	Body Forum	500,000	231
150	Nursing '79	498,477	121
151	The New Yorker	498,382	27
152	Miami Herald's Tropic Roto Mag.	495,000	233
153	Runner's World	489,680	139
154	Guns and Ammo	480,948	154
155	Skiing	473,959	131
156	Rotarian	462,697	390
157	Natural History	461,557	177
158	Vogue Patterns	461,472	338
159	Cycle	458,962	97
160	Cleveland Plain Dealer Sunday	458,000	350
161	Tiger Beat	436,466	241
162	Tennis Magazine	435,302	146
163	Architectural Digest	429,304	60
164	Genesis	426,732	110
165	Houston Chronicle Sunday Mag.	426,000	318
166	Capper's Weekly	422,096	388
167	Ski	415,611	165
168	Easy Riders	411,714	153
169	Popular Electronics	410,214	162
170	Kansas City Star Sunday	408,000	375
171	New York Magazine	402,685	49
172	Cheri	400,000	148
173	Flying	395,055	130
174	Photoplay	387,771	303
175	House Beautiful Colonial Homes	378,811	275
176	Hadassah	370,000	335
177	High Fidelity	362,853	128
178	Sporting News	362,627	116
179	Car Craft	362,495	160
180	Gentlemen's Quarterly	362,249	112
181	Denver Post Sunday	357,000	262
182	Velvet	355,000	117
183	Teen Beat	353,597	342
184	High Times	351,688	137
185	Starlog	350,000	156
186	Phoenix Arizona Republic Sunday	348,000	376
187	Columbus Dispatch Sunday Mag.	344,000	374
188	World Tennis	340,708	217
189	Visitor	340,000	276
190	American Journal of Nursing	337,950	171
191	Country Music	334,679	353
192	Atlantic	334,496	214
193	Audubon	330,000	188
194	United Mainliner	328,243	143
195	Early American Life	322,621	295
196	Camping Journal	321,487	370
197	Cycle World	319,363	196
198	Trailer Life	315,912	220
199	TWA Ambassador	310,000	346
200	Eastern Review	310,000	174

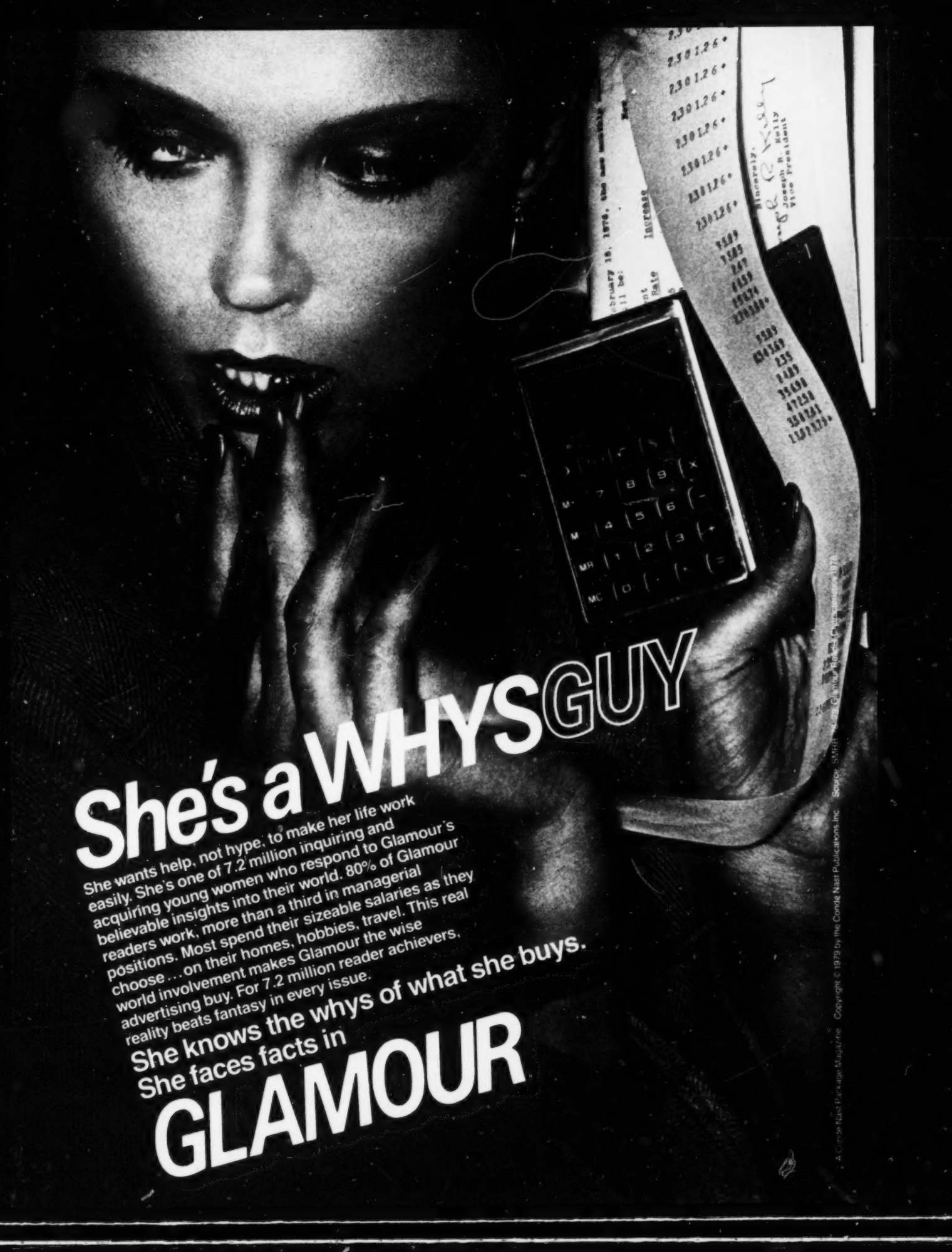
Top 200 magazines by advertising sales

	Title	Est. ad sales ($000)	Rank, Table A
1	Time	212,129	2
2	TV Guide	211,812	1
3	Newsweek	159,656	4
4	Parade	129,921	13
5	Sports Illustrated	115,160	7
6	Business Week	109,793	14
7	Reader's Digest	101,457	3
8	Better Homes and Gardens	90,401	9
9	Woman's Day	88,987	10
10	Family Circle	88,084	8
11	Good Housekeeping	81,423	12
12	People Weekly	78,366	6
13	Family Weekly	75,870	22
14	McCall's Magazine	67,903	15
15	U.S. News & World Report	62,286	20
16	Playboy	60,391	5
17	Ladies' Home Journal	53,753	18
18	Redbook Magazine	46,475	21
19	Cosmopolitan	45,863	19
20	Fortune	44,203	24
21	The New Yorker	38,513	27
22	Forbes	33,878	28
23	Glamour	31,936	25
24	National Geographic Magazine	30,305	17
25	New York Times Magazine	30,127	40
26	Southern Living	28,931	29
27	Sunset	25,782	32
28	Penthouse	25,638	11
29	Vogue	23,938	30
30	House & Garden	22,877	36
31	Popular Photography	21,992	41
32	New York News Sunday	20,540	61
33	National Enquirer	20,150	16
34	Field & Stream	19,496	38
35	Popular Mechanics	18,507	33
36	Farm Journal	18,087	53
37	New York Magazine	17,944	48
38	Seventeen	17,736	35
39	Ebony	17,215	45
40	Popular Science	16,702	34
41	Outdoor Life	16,348	39
42	House Beautiful	15,846	50
43	Computerworld	15,256	71
44	Prevention	15,193	42
45	Golf Digest	14,809	55
46	Psychology Today	14,562	49
47	Smithsonian	14,275	37
48	Mechanix Illustrated	13,472	51
49	L.A. Times Home Magazine	13,353	88
50	Mademoiselle	13,219	47
51	Travel & Leisure	13,005	63
52	Machine Design	12,860	94
53	Engineering News	12,668	85
54	Industry Week	12,512	99
55	Stereo Review	12,373	79
56	Advertising Age	12,301	86
57	Medical Economics	12,270	91
58	Golf	12,164	74
59	Plant Engineering	12,078	103
60	Chemical Engineering	12,074	92
61	Scientific American	11,880	52
62	Esquire/Fortnightly	11,781	58
63	Progressive Farmer	11,624	72
64	Successful Farming	11,357	87
65	Car and Driver	11,331	70
66	Money	10,960	56
67	Chicago Tribune Magazine	10,900	119
68	Barron's	10,789	68
69	Oil & Gas Journal	10,723	105
70	Electronic News	10,500	111
71	Aviation Week & Space Technology	10,161	90
72	Rolling Stone	10,154	59
73	Design News	10,084	126
74	Electronics	9,954	115
75	Electronic Design	9,735	127
76	Modern Photography	9,726	81
77	Iron Age	9,566	129
78	Detroit News Sunday Magazine	9,474	136
79	United Mainliner	9,232	143
80	Cycle	9,198	97
81	Road & Track	9,087	78
82	Architectural Digest	9,075	60
83	Datamation	9,041	125
84	Parents' Magazine & Better Living	8,949	76
85	Nation's Business	8,888	46
86	The Star	8,860	23
87	Institutions/Volume Feeding	8,798	151
88	New West Magazine	8,737	114
89	Bon Appetit	8,596	66
90	Modern Bride	8,532	107
91	Bride's Magazine	8,408	109
92	Prairie Farmer	8,326	134
93	Billboard	8,283	93
94	Motor Trend	8,165	77
95	New Equipment Digest	7,885	166
96	Life	7,688	44
97	Harper's Bazaar	7,621	82
98	Eastern Review	7,559	174
99	Hot Rod Magazine	7,467	73
100	Journal American Medical Assn.	7,449	161

		Est. ad sales ($000)	Rank, Table A
101	Apartment Life	7,257	101
102	Chemical Week	7,185	163
103	Purchasing Magazine	7,123	180
104	Playbill	7,055	184
105	Industrial Equipment News	7,029	186
106	EDN	7,021	187
107	Professional Builder/Apartment Bus.	7,006	178
108	High Fidelity	6,866	128
109	Travel Agent	6,828	190
110	Philadelphia Inquirer's Today	6,817	192
111	Midnight Globe	6,754	31
112	Gourmet	6,751	96
113	Skiing	6,457	131
114	Sport	6,450	89
115	Texas Monthly	6,412	147
116	Restaurant Business	6,352	203
117	Dun's Review	6,331	198
118	Tennis	6,268	146
119	Essence Magazine	6,253	113
120	The Farmer	6,159	183
121	Architectural Record	6,068	175
122	Patient Care	6,024	210
123	Town & Country	6,006	145
124	Nations Restaurant News	5,979	201
125	True Story	5,957	69
126	Cue	5,948	144
127	Ski	5,830	165
128	Chicago	5,792	172
129	Sail	5,788	150
130	Hoard's Dairyman	5,787	189
131	Yachting	5,733	159
132	Modern Plastics	5,674	200
133	Flying	5,630	130
134	Hydrocarbon Processing	5,630	216
135	Automotive News	5,586	181
136	Broadcasting	5,584	199
137	Los Angeles	5,548	167
138	American Baby	5,497	232
139	Air Force Times	5,458	158
140	Miami Herald's Tropic Roto Mag.	5,452	233
141	Progressive Grocer	5,411	226
142	Meetings & Conventions	5,390	236
143	Us	5,375	62
144	Organic Gardening	5,369	75
145	Electronic Engineering Times	5,316	238
146	Book Digest	5,280	108
147	Supermarket News	5,240	228
148	Washington Post-The Magazine	5,218	242
149	Army Times	5,177	149
150	San Francisco Examiner Calif. Liv.	5,116	248
151	Sports Afield	5,006	122
152	Fleet Owner	4,957	251
153	Boston Globe Sunday	4,942	252
154	Elec. Construction/Maintenance	4,880	222
155	Atlanta Journal/Constitution Mag.	4,832	261
156	Denver Post Sunday	4,824	262
157	Wallace's Farmer	4,775	243
158	Commercial Car Journal	4,763	265
159	Travel Trade	4,761	258
160	Boating	4,752	193
161	Business & Commercial Aviation	4,735	266
162	Delta Sky	4,730	268
163	Science	4,688	182
164	Power	4,611	244
165	Modern Materials Handling	4,598	270
166	Milwaukee Journal Sunday	4,569	272
167	American Machinest	4,547	264
168	Teen	4,534	102
169	Gentlemen's Quarterly	4,524	112
170	Coal Age	4,454	269
171	Popular Electronics	4,426	162
172	Philadelphia	4,416	213
173	Grit	4,373	98
174	Long Island Newsday Sunday	4,370	282
175	American Family Physician	4,363	279
176	Construction Equipment	4,343	284
177	Motor Boating & Sailing	4,342	221
178	Industrial Research/Development	4,327	285
179	W	4,300	194
180	Diversion	4,280	287
181	Black Enterprise	4,260	215
182	Minneapolis Tribune Sunday	4,174	290
183	Sea	4,144	208
184	Postgraduate Medicine	4,139	273
185	Cycle World	4,136	196
186	Electrical World	4,128	277
187	Publisher's Weekly	4,103	249
188	Engineering & Mining Journal	4,099	281
189	American Way	4,075	294
190	Runner's World	4,040	139
191	Consultant	4,036	296
192	Washingtonian	3,995	246
193	Trailer Life	3,965	220
194	Jet	3,916	58
195	Computer Design	3,897	299
196	Modern Medicine	3,884	300
197	Yankee	3,882	124
198	Nursing '79	3,879	121
199	Woodall's Trailer & RV Travel	3,872	235
200	Successful Meetings	3,856	301

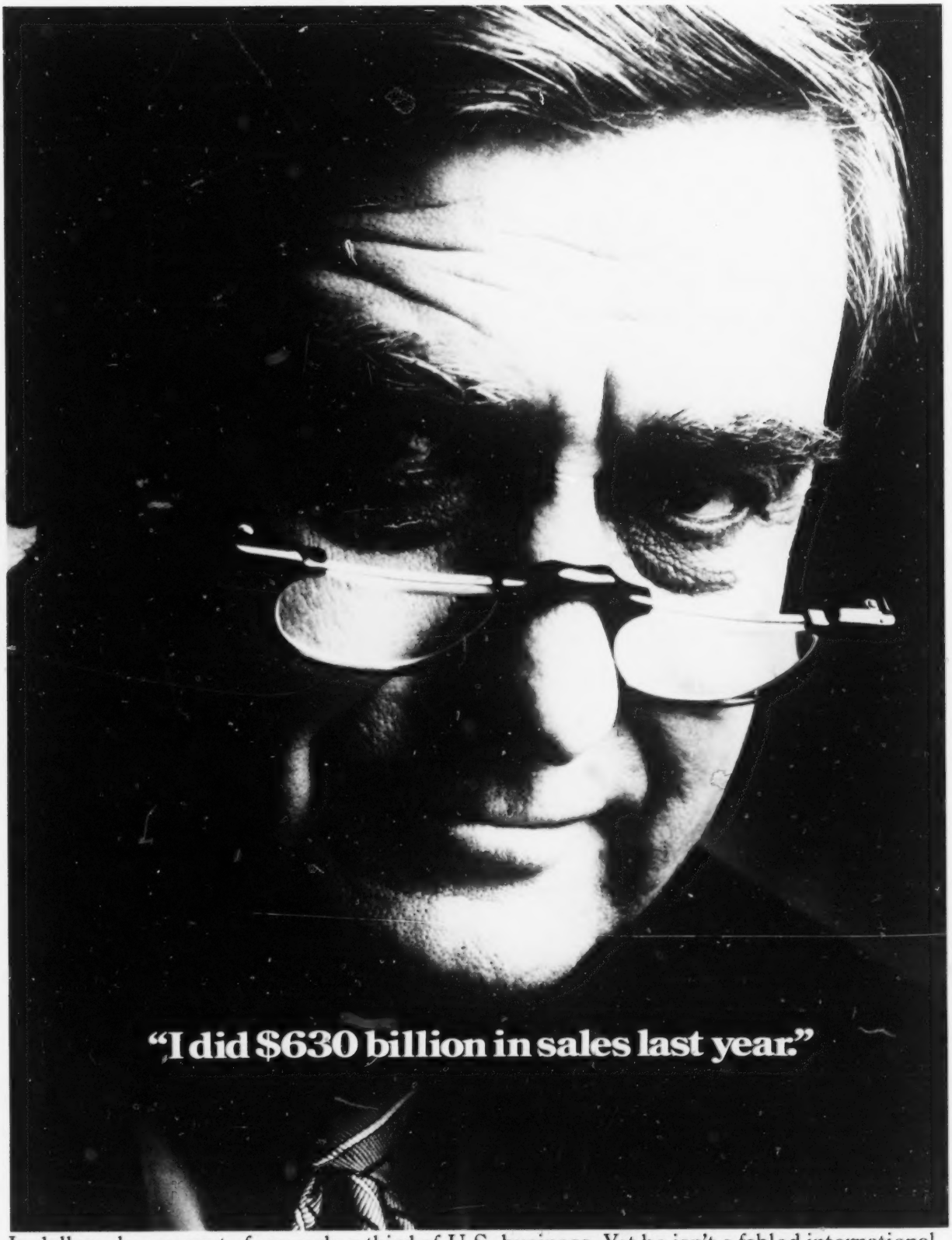
Top 100 magazines by advertising pages

	Title	Estimated adv. pages	Rank, Table A
1	Travel Agent	7,139	190
2	Oil & Gas Journal	5,140	105
3	Business Week	5,003	14
4	The New Yorker	4,104	27
5	Electronic News	4,038	111
6	Computerworld	4,004	71
7	Machine Design	3,818	94
8	Linn's Weekly Stamp News	3,800	278
9	TV Guide	3,700	1
10	Design News	3,641	126
11	Engineering News	3,586	85
12	Electronics	3,568	115
13	Advertising Age	3,466	86
14	Electronic Design	3,465	127
15	Chemical Engineering	3,459	92
16	Travel Trade	3,450	258
17	People Weekly	3,440	6
18	Telephony	3,418	331
19	Medical Economics	3,400	91
20	Newsweek	3,397	4
21	Plant Engineering	3,375	103
22	Billboard	3,272	93
23	Coin World	3,245	254
24	Time	3,225	2
25	Publisher's Weekly	2,984	249
26	EDN	2,982	187
27	Hydrocarbon Processing	2,940	216
28	Denver Post Sunday	2,885	262
29	Purchasing Magazine	2,874	180
30	New York Times Magazine	2,865	40
31	Iron Age	2,853	129
32	Sports Illustrated	2,812	7
33	New York Magazine	2,592	48
34	Broadcasting	2,582	199
35	Los Angeles	2,527	167
36	Patient Care	2,475	210
37	Forbes	2,411	28
38	Journal American Medical Assn.	2,367	161
39	Cosmopolitan	2,362	19
40	Aviation Week & Space Technology	2,306	90
41	Coal Age	2,276	269
42	Institutions	2,273	151
43	Vogue	2,270	30
44	Datamation	2,197	125
45	Interior Design	2,188	267
46	Yachting	2,159	159
47	Fortune	2,153	24
48	Good Housekeeping	2,117	12
49	Chemical Week	2,045	163
50	Restaurant Business	2,040	203
51	Glamour	2,031	25
52	Detroit News Sunday Magazine	2,017	136
53	U.S. News & World Report	1,995	20
54	Chicago Magazine	1,970	172
55	San Diego Magazine	1,947	369
56	Popular Photography	1,919	41
57	Hospitals	1,916	379
58	Navy Times	1,889	240
59	Automotive News	1,862	181
60	Air Force Times	1,847	158
61	American Machinest	1,840	264
62	Philadelphia	1,840	213
63	Graphic Arts Monthly	1,838	307
64	Boston Globe Sunday	1,835	252
65	Modern Medicine	1,833	300
66	Bakery Production & Marketing	1,818	366
67	Tooling & Production	1,811	351
68	Barron's	1,810	68
69	Gifts & Decorative Accessories	1,805	323
70	Byte	1,800	191
71	Architectural Record	1,769	175
72	American Family Physician	1,762	279
73	Electronic Engineering Times	1,753	238
74	Prairie Farmer	1,752	134
75	Army Times	1,752	149
76	Cleveland Plain Dealer Sunday	1,746	350
77	Sunset	1,744	32
78	Family Circle	1,737	8
79	Pulp & Paper	1,714	399
80	Professional Builder/Apartment Bus.	1,711	178
81	Better Homes and Gardens	1,707	9
82	Industry Week	1,703	99
83	Washington Post-The Magazine	1,701	242
84	Hardware Retailing	1,700	322
85	Phoenix Arizona Republic Sunday	1,697	376
86	Chicago Tribune Sunday Magazine	1,689	119
87	Houston Chronicle Sunday Mag.	1,681	318
88	L.A. Times Sunday Home Magazine	1,665	88
89	Restaurant/Hospitality	1,657	302
90	Womans Day	1,633	10
91	Computer Design	1,625	299
92	Trailer Life	1,621	220
93	Modern Materials Handling	1,602	270
94	Magazine Antiques	1,595	256
95	Southern Living	1,594	29
96	Sail	1,590	150
97	Power	1,588	244
98	Electrical World	1,584	277
99	Postgraduate Medicine	1,578	273
100	Washingtonian	1,573	246


She's a WHYS GUY
She wants help, not hype, to make her life work easily. She's one of 7.2 million inquiring and acquiring young women who respond to Glamour's believable insights into their world. 80% of Glamour readers work, more than a third in managerial positions. Most spend their sizeable salaries as they choose... on their homes, hobbies, travel. This real world involvement makes Glamour the wise advertising buy. For 7.2 million reader achievers, reality beats fantasy in every issue.
She knows the whys of what she buys.
She faces facts in
GLAMOUR
A Conde Nast Package Magazine Copyright © 1979 by the Conde Nast Publications Inc. Source: SMRB

Top 100 magazines by number of subscriptions

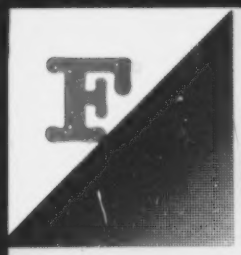
	Title	Est. number of subscriptions	Rank, Table A
1	Reader's Digest	16,689,315	3
2	National Geographic Magazine	10,033,316	17
3	TV Guide	7,623,635	1
4	Better Homes and Gardens	7,280,490	9
5	Modern Maturity	6,842,729	135
6	McCall's Magazine	5,568,191	15
7	Ladies' Home Journal	4,819,282	18
8	Time	4,001,418	2
9	Decision	3,655,000	118
10	Redbook Magazine	3,461,996	21
11	Good Housekeeping	3,461,550	12
12	Guideposts	3,200,000	95
13	Newsweek	2,691,219	4
14	Playboy	2,683,096	5
15	American Legion	2,519,724	204
16	Prevention	2,220,541	42
17	Sports Illustrated	2,182,812	7
18	Consumer Reports	2,150,000	43
19	U.S. News & World Report	1,985,481	20
20	Field & Stream	1,893,628	38
21	V.F.W. Magazine	1,767,351	297
22	Smithsonian	1,759,737	37
23	Workbasket	1,741,471	206
24	Daily Word	1,700,000	330
25	Today's Education	1,693,316	337
26	The Elks Magazine	1,631,725	332
27	Southern Living	1,586,969	29
28	Boys' Life	1,552,918	138
29	Outdoor Life	1,525,661	39
30	Popular Science	1,515,308	34
31	Parents' Magazine & Better Living	1,468,147	76
32	Mechanix Illustrated	1,460,952	51
33	Changing Times/Kiplinger Mag.	1,386,734	123
34	Columbia	1,249,000	324
35	Sunset	1,245,226	32
36	Popular Mechanics	1,240,800	33
37	True Story	1,226,575	69
38	Nation's Business	1,212,360	46
39	Highlights for Children	1,200,000	83
40	Organic Gardening	1,185,195	75
41	Motorland	1,182,540	358
42	Montgomery Ward Auto Club News	1,152,000	364
43	Workbench	1,121,819	237
44	Sport	1,082,971	89
45	American Rifleman	1,051,545	65
46	Money's Worth	1,049,827	227
47	Ebony	1,012,918	45
48	Psychology Today	1,009,176	49
49	Book Digest	976,969	108
50	Progressive Farmer	945,359	72
51	Bon Appetit	942,132	66
52	National Wildlife	920,000	168
53	Golf Digest	872,283	55
54	Family Health	864,526	133
55	Travel & Leisure	862,500	63
56	Family Handyman	859,075	179
57	Consumers Digest	804,607	201
58	Motor News	794,000	224
59	Glamour	773,725	25
60	Business Week	770,422	14
61	Co-ed	765,836	209
62	Travel/Holiday	760,000	140
63	Successful Farming	752,774	87
64	Decorating and Craft Ideas	751,100	195
65	Money	725,633	56
66	Apartment Life	691,251	102
67	Yankee	686,365	124
68	Forbes	658,614	28
69	Popular Photography	644,414	41
70	House & Garden	643,616	36
71	Fortune	639,680	24
72	Golf	639,574	74
73	Teen	637,486	102
74	Cuisine	633,040	169
75	American Girl	630,324	310
76	Signature	605,358	170
77	Weight Watchers Magazine	594,155	173
78	1001 Decorating Ideas	589,596	152
79	Esquire	585,717	58
80	Seventeen	556,033	35
81	Motor Trend	544,967	77
82	House Beautiful	542,720	50
83	Car and Driver	540,797	70
84	Scientific American	529,485	52
85	Arizona Highways	525,000	185
86	Mother Earth News	519,535	132
87	Saturday Review	519,212	120
88	Gourmet	511,572	96
89	Flower & Garden Magazine	509,038	381
90	Life	503,619	44
91	Body Forum	500,000	231
92	Games	499,747	319
93	Nursing '79	498,477	121
94	Sesame Street	497,800	225
95	National Enquirer	495,130	16
96	Modern Photography	493,099	81
97	Hot Rod Magazine	488,352	74
98	Catholic Digest	479,450	305
99	Jack & Jill	469,530	365
100	Rotarian	462,697	390



In dollars, he accounts for nearly a third of U.S. business. Yet he isn't a fabled international magnate. He's the small company executive, the real-life businessman who's found that only one magazine talks his kind of business. **Inc.Magazine**

Source: Enterprise Statistics.

Call Bob Boris at (617) 227-4700.



Top 100 magazines by subscription sales

	Title	Est. sub. sales ($000)	Rank, Table A
1	Reader's Digest	122,997	3
2	Time	121,557	2
3	TV Guide	114,457	1
4	National Geographic Magazine	85,283	17
5	Newsweek	62,667	4
6	Sports Illustrated	47,447	7
7	Better Homes and Gardens	44,350	9
8	McCall's Magazine	43,560	15
9	Ladies' Home Journal	37,566	18
10	Playboy	34,596	5
11	U.S. News & World Report	29,253	20
12	Good Housekeeping	28,524	12
13	Redbook Magazine	26,627	21
14	Consumer Reports	25,800	43
15	Business Week	18,036	14
16	Nation's Business	17,406	46
17	Smithsonian	16,895	37
18	American Rifleman	15,773	65
19	Highlights for Children	15,204	83
20	Southern Living	13,012	29
21	Guideposts	12,800	95
22	Forbes	12,402	28
23	Prevention	12,213	42
24	People Weekly	11,946	6
25	Popular Science	11,747	34
26	Fortune	11,672	24
27	Outdoor Life	11,299	39
28	Organic Gardening	11,093	75
29	Decision	10,965	118
30	Popular Mechanics	10,836	33
31	Changing Times/Kiplinger Mag.	9,960	123
32	Modern Maturity	9,579	135
33	Scientific American	9,531	52
34	Money	9,489	56
35	Sunset	9,392	32
36	Field & Stream	9,355	38
37	The New Yorker	9,316	27
38	Life	9,065	44
39	Architectural Digest	8,974	60
40	Bon Appetit	7,881	66
41	National Wildlife	7,820	168
42	Jet	7,818	57
43	Esquire	7,775	58
44	Family Health	7,748	133
45	Ebony	7,621	45
46	Parents' Magazine & Better Living	7,536	76
47	True Story	7,429	69
48	Mechanix Illustrated	7,353	51
49	Travel & Leisure	7,129	63
50	Saturday Review	6,958	120
51	Psychology Today	6,957	49
52	Nursing '79	6,792	121
53	Boys' Life	6,768	138
54	Consumers Digest	6,437	201
55	Golf Digest	6,263	55
56	Book Digest	6,090	108
57	Travel/Holiday	6,080	140
58	New York Magazine	5,997	48
59	Vogue	5,983	30
60	Mother Earth News	5,952	132
61	Audubon	5,940	188
62	Seventeen	5,765	35
63	Progressive Farmer	5,672	72
64	Glamour	5,654	25
65	Body Forum	5,500	231
66	Yankee	5,360	123
67	House & Garden	5,307	36
68	Arizona Highways	5,250	185
69	Sport	5,025	89
70	National Enquirer	4,821	16
71	Motor News	4,764	224
72	Byte	4,716	191
73	Barron's	4,659	68
74	Family Handyman	4,599	179
75	Signature	4,577	170
76	Farm Journal	4,553	53
77	Workbasket	4,548	206
78	Quest/79	4,508	212
79	Natural History	4,507	177
80	Sporting News	4,484	116
81	Motor Trend	4,462	77
82	House Beautiful	4,370	50
83	1001 Decorating Ideas	4,320	152
84	Penthouse	4,287	11
85	Popular Photography	4,264	41
86	American Journal of Nursing	4,255	171
87	Gourmet	4,237	96
88	Harvard Business Review	4,189	207
89	Grit	4,126	98
90	Cuisine	4,065	169
91	Rolling Stone	4,004	59
92	Saturday Evening Post	4,001	142
93	Hot Rod Magazine	3,957	73
94	American Legion	3,888	204
95	Car and Driver	3,772	70
96	Weight Watchers Magazine	3,710	173
97	Modern Photography	3,576	81
98	Teen	3,570	102
99	Golf	3,570	74
100	Sports Afield	3,569	122

"Playboy is closer to the way I'm thinking and living today than any other magazine I read."

—Tom Shoemaker
Founder, Make A Frame Stores

"The way I'm thinking and living these days is up. Enthusiastic, optimistic, bullish, expansive—call it what you want, I'm it. The business I started a few years ago is doing great. People love to come in and make their own picture frames, and I'm the guy who started the business. What tremendous satisfaction that's given me. It's also given me enough money to be able to enjoy the rest of my life, too. That's where PLAYBOY comes in.

"PLAYBOY fits the social side of my life, the personal side, the 'me' side, if you will. The side that asks, 'How can my life be more enjoyable, more fulfilling?' And PLAYBOY shows me how in a very classy way. I read it and I relate to it and I'm affected by it. PLAYBOY is the magazine for the man who recognizes how much is out there for him in today's world. And I'm that man."

There are more than 21 million people like that reading PLAYBOY every month.

Editorial environment. It's why Playboy readers say they're more receptive to your ads in Playboy.

What an opportunity! What a value!

21 million readers with a lust for life and the means to get the good things it offers.

21 million readers interested in collecting life's experiences. And the products and services that contribute to them.

That's the opportunity.

Here's the value.

In PLAYBOY you reach 2 million more men than you do in Time, 3 million more men than you do in either Newsweek or Sports Illustrated.

At a lower cost per thousand than in any of them.

The Playboy reader. His lust is for life.

Source: PLAYBOY, based on MRI, Fall 1979. PLAYBOY is a mark of Playboy. Reg. U.S. Pat. Off. © 1979, Playboy. Latest announced four-color rates.

Top 100 magazines by newsstand copies sold

	Title	Est. avg. number of newsstand copies sold	Rank, Table A
1	TV Guide	12,420,740	1
2	Family Circle	7,948,017	8
3	Woman's Day	7,809,827	10
4	National Enquirer	4,691,670	16
5	Penthouse	4,398,908	11
6	Playboy	3,312,509	5
7	The Star	3,089,968	23
8	Cosmopolitan	2,620,599	19
9	People Weekly	2,038,988	6
10	Good Housekeeping	1,808,574	12
11	Midnight Globe	1,626,498	31
12	Hustler	1,509,815	26
13	Mad Magazine	1,467,019	157
14	Reader's Digest	1,346,901	3
15	Glamour	1,114,986	25
16	Mad Specials	1,100,000	230
17	Ladies' Home Journal	1,013,027	18
18	Redbook Magazine	995,065	21
19	McCall's Magazine	951,613	15
20	Seventeen	855,506	35
21	Life	824,979	44
22	Forum	790,285	84
23	Oui	784,932	54
24	Better Homes and Gardens	773,102	9
25	New Woman	753,033	141
26	Omni	659,451	104
27	Mademoiselle	658,485	47
28	Gallery	655,868	67
29	Us	647,077	62
30	Grit	642,263	98
31	Playgirl	586,255	64
32	Vogue	547,770	30
33	Club	535,392	80
34	National Lampoon	482,997	106
35	Genesis	424,320	110
36	True Story	411,834	69
37	House & Garden	410,620	36
38	Cheri	400,000	148
39	High Society	397,000	100
40	Soap Opera Digest	391,543	197
41	Popular Mechanics	389,919	33
42	Easyriders	368,053	153
43	Hot Rod Magazine	366,328	73
44	Velvet	355,000	115
45	Teen Beat	353,597	342
46	Tiger Beat	350,000	241
47	Harper's Bazaar	345,521	82
48	Teen	336,583	102
49	Jet	326,121	57
50	Starlog	325,000	156
51	High Times	318,660	137
52	House Beautiful	306,350	50
53	Sesame Street	301,795	225
54	Rolling Stone	300,765	59
55	Popular Science	296,875	34
56	Time Magazine	291,969	2
57	Vogue Patterns	275,833	338
58	Rona Barrett's Hollywood	266,950	334
59	Chic	258,519	155
60	Bride's Magazine	256,433	109
61	Road & Track	255,533	78
62	Swank	254,000	164
63	Modern Bride	253,796	107
64	Our Sunday Visitor	250,000	276
65	True Confessions	249,084	312
66	Mechanix Illustrated	245,111	51
67	Ebony	243,493	45
68	Rona Barrett's Gossip	242,750	371
69	Newsweek	238,669	4
70	Adam	229,125	223
71	Weight Watchers Magazine	228,167	173
72	Popular Hot Rodding	226,913	211
73	Tiger Beat Star	222,000	386
74	Motor Trend	219,559	77
75	Outdoor Life	216,315	39
76	Gentlemens Quarterly	209,865	112
77	Saturday Evening Post	209,189	142
78	Players	194,511	254
79	1001 Decorating Ideas	194,381	152
80	Car and Driver	194,379	70
81	Club International	185,000	234
82	House Beautiful Colonial Homes	184,486	275
83	Popular Photography	181,420	41
84	Eros	175,000	263
85	Heavy Metal	174,928	315
86	Psychology Today	167,744	49
87	Essence Magazine	166,104	113
88	Stag	163,000	271
89	Sport	161,745	89
90	Scientific American	159,237	52
91	Guns and Ammo	158,019	154
92	Future	155,000	336
93	Bon Appetit	154,520	66
94	Field & Stream	153,660	38
95	Gourmet	150,210	96
96	Runner's World	145,000	139
97	Consumer Reports	140,000	33
98	Apartment Life	137,468	101
99	Sunset	132,906	32
100	Cycle	129,365	97

"No kidding."

TONY RANDALL, ACTOR. A READER SINCE 1967.

U.S.NEWS & WORLD REPORT

We spare our readers unimportant news.
We spare our advertisers unimportant readers.

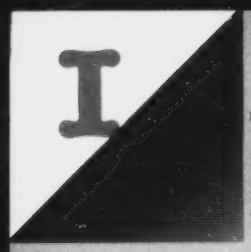
Top 100 magazines by newsstand sales

	Title	Est. newsstand sales ($000)	Rank, Table A
1	TV Guide	226,057	1
2	Penthouse	107,773	11
3	National Enquirer	91,254	16
4	Playboy	81,156	5
5	People Weekly	79,521	6
6	Family Circle	66,423	8
7	The Star	60,197	23
8	Woman's Day	53,575	10
9	Hustler	47,267	26
10	Cosmopolitan	47,171	19
11	Midnight Globe	31,580	31
12	Good Housekeeping	25,976	12
13	Oui	18,838	54
14	Glamour	18,369	25
15	Gallery	17,662	67
16	Club	15,259	80
17	Time	15,182	2
18	Reader's Digest	15,141	3
19	Redbook Magazine	14,926	21
20	Forum	14,620	84
21	Ladies' Home Journal	14,588	18
22	Newsweek	14,156	4
23	Playgirl	13,718	64
24	Us	12,438	62
25	High Society	11,910	100
26	McCall's Magazine	11,374	15
27	Life	11,137	44
28	Genesis	11,019	110
29	Mademoiselle	10,790	47
30	Velvet	10,650	117
31	Seventeen	10,266	35
32	Jet	10,175	57
33	Vogue	9,997	30
34	Better Homes and Gardens	9,200	9
35	Cheri	9,000	148
36	National Lampoon	8,694	106
37	Chic	8,454	155
38	Mad Magazine	7,922	157
39	Omni	7,913	104
40	Swank	7,620	164
41	Starlog	7,605	156
42	Rolling Stone	7,580	59
43	High Times	7,184	137
44	Easyriders	6,625	153
45	Sports Illustrated	6,121	7
46	New Woman	5,648	141
47	Mad Specials	5,500	230
48	Adam	5,499	223
49	Hot Rod Magazine	5,495	73
50	House & Garden	5,494	36
51	Popular Science	5,344	34
52	Club International	5,273	234
53	Harper's Bazaar	5,183	82
54	Popular Mechanics Magazine	5,147	33
55	Eros	4,725	263
56	Soap Opera Digest	4,718	205
57	True Story	4,695	69
58	Players	4,659	254
59	Stag	4,401	271
60	Grit	4,235	98
61	Tiger Beat	4,200	241
62	Gentlemen's Quarterly	4,197	112
63	Teen	4,039	102
64	Sporting News	3,997	116
65	Road & Track	3,850	78
66	Car Craft	3,754	160
67	House Beautiful	3,676	50
68	Circus	3,490	218
69	U.S. News & World Report	3,472	20
70	Popular Hot Rodding	3,404	211
71	Motor Trend	3,293	77
72	Rona Barrett's Hollywood	3,203	334
73	Teen Beat	3,182	342
74	Heavy Metal	3,149	315
75	Bride's Magazine	3,077	109
76	Modern Bride	3,046	107
77	Psychology Today	3,004	49
78	Mechanix Illustrated	2,941	51
79	Ebony	2,922	45
80	Car and Driver	2,916	70
81	Rona Barrett's Gossip	2,913	371
82	True Confessions	2,840	312
83	Future	2,790	336
84	Popular Photography	2,721	41
85	Sesame Street	2,716	225
86	Barron's	2,699	68
87	Architectural Digest	2,691	60
88	Tiger Beat Star	2,664	386
89	Self	2,637	239
90	Runner's World	2,610	139
91	Guns and Ammo	2,608	154
92	Our Sunday Visitor	2,600	276
93	Outdoor Life	2,596	39
94	Weight Watchers Magazine	2,409	173
95	Saturday Evening Post	2,353	142
96	Modern Photography	2,285	81
97	Esquire	2,264	58
98	Bon Appetit	2,220	66
99	House Beautiful Colonial Homes	2,214	275
100	The New Yorker	2,169	27

More of our men buy more of what you sell.

Penthouse men live well.
They're upscale, educated, free-spending.
They listen to hi-fi. They smoke. They drive cars. They drink.
They wear expensive clothes.
They're America's fastest-growing young audience.
90% of Penthouse's male readers are between 18 and 49.
56% of these readers have household incomes of $15,000+
For the men with solid buying power,
come to Penthouse. Our CPM is exceptionally low
and there's no charge for bleed.
Penthouse.
Where your wares
are seen—and bought.

PENTHOUSE
More than just a pretty face



Top 100 monthly magazines by total sales

	Title	Est. total sales (6000)	Rank, Table A
1	Reader's Digest	739,605	3
2	Playboy	176,143	5
3	Better Homes and Gardens	143,981	9
4	Penthouse	137,699	11
5	Good Housekeeping	136,923	12
6	McCall's Magazine	122,832	15
7	National Geographic Magazine	115,663	17
8	Ladies' Home Journal	105,907	18
9	Cosmopolitan	95,398	19
10	Redbook Magazine	88,029	21
11	Glamour	55,959	25
12	Hustler	49,830	26
13	Southern Living	43,680	29
14	Vogue	39,914	30
15	Sunset	36,690	32
16	Popular Mechanics	34,190	33
17	Popular Science	33,790	34
18	Seventeen	33,767	35
19	House & Garden	33,678	36
20	Smithsonian	31,193	37
21	Field & Stream	30,698	38
22	Outdoor Life	30,243	39
23	Popular Photography	28,977	41
24	Prevention	27,977	42
25	Consumer Reports	27,900	43
26	Life	27,890	44
27	Ebony	27,758	45
28	Nation's Business	26,294	46
29	Mademoiselle	26,221	47
30	Psychology Today	24,523	49
31	House Beautiful	23,892	50
32	Mechanix Illustrated	23,766	51
33	Scientific American	23,322	52
34	Oui	22,484	54
35	Golf Digest	22,250	55
36	Money	21,966	56
37	Travel & Leisure	20,134	63
38	Playgirl	19,410	64
39	American Rifleman	19,355	65
40	Bon Appetit	18,697	66
41	Gallery	18,190	77
42	True Story	18,081	69
43	Car and Driver	18,015	70
44	Progressive Farmer	17,290	72
45	Hot Rod Magazine	16,919	73
46	Golf	16,689	74
47	Organic Gardening	16,642	75
48	Parents' Magazine & Better Living	16,621	76
49	Motor Trend	15,920	77
50	Road & Track	15,903	78
51	Stereo Review	15,886	79
52	Club	15,814	80
53	Harper's Bazaar	15,550	82
54	Modern Photography	15,567	81
55	Highlights for Children	15,204	83
56	Forum	15,191	84
57	Sport	13,330	89
58	Guideposts	12,600	95
59	Gourmet	12,790	96
60	Cycle	12,756	97
61	High Society	12,510	100
62	Teen	12,413	102
63	Apartment Life	12,330	101
64	Omni	12,030	104
65	Oil & Gas Journal	11,880	105
66	National Lampoon	11,780	106
67	Book Digest	11,735	108
68	Genesis	11,670	110
69	Essence Magazine	11,325	113
70	Velvet	11,010	117
71	Decision	10,965	118
72	Nursing '79	10,671	121
73	Sports Afield	10,643	122
74	Yankee	10,314	124
75	Changing Times/Kiplinger Mag.	10,201	123
76	Datamation	10,121	125
77	High Fidelity	9,979	128
78	Flying	9,781	130
79	Family Health	9,670	133
80	High Times	9,462	137
81	Boys' Life	9,414	138
82	Runner's World	9,407	139
83	Travel/Holiday	9,361	140
84	United Mainliner	9,232	143
85	Town & Country	9,197	145
86	Tennis Magazine	9,170	146
87	Texas Monthly	9,165	147
88	Cheri	9,058	148
89	Sail	8,848	150
90	Easyriders	8,785	153
91	Guns and Ammo	8,770	154
92	Chic	8,650	155
93	Starlog	8,512	156
94	Yachting	8,316	159
95	Car Craft	8,311	160
96	Popular Electronics	8,139	162
97	Chemical Week	8,097	163
98	Swank	8,017	164
99	New Equipment Digest	7,885	166
100	Los Angeles Magazine	7,844	167

"So I said to him, 'Look. The Digest is no more part of my personal game plan than Monday Night Football. But I buy it as a professional.'"

Reader's Digest

To the Professional, it's the real world.

Top 50 weekly magazines by total sales

	Title	Est. total sales ($000)	Rank, Table A
1	TV Guide	552,326	1
2	Time	348,868	2
3	Newsweek	236,479	4
4	People Weekly	169,833	6
5	Sports Illustrated	168,728	7
6	Parade	129,921	13
7	National Enquirer	116,225	16
8	U.S. News & World Report	95,011	20
9	Family Weekly	75,870	22
10	The Star	69,717	23
11	The New Yorker	49,998	27
12	Midnight Globe	39,033	31
13	New York Times Magazine	30,127	40
14	Jet	21,909	57
15	New York News Sunday	20,540	61
16	Barron's	18,147	68
17	Engineering News	14,600	85
18	Advertising Age	14,223	86
19	L.A. Times Home Magazine	13,353	88
20	Aviation Week & Space Technology	13,131	90
21	Billboard	12,953	93
22	Grit	12.734	98
23	Electronic News	11,525	111
24	Sporting News	11,064	116
25	Chicago Tribune Magazine	10,900	119
26	Iron Age	9,807	129
27	Detroit News Sunday Magazine	9,474	136
28	Army Times	9,036	149
29	Air Force Times	8,374	158
30	Journal American Medical Assoc.	8,311	161
31	Automotive News	7,114	181
32	Science	7,071	182
33	Philadelphia Inquirer's Today	6,817	192
34	Circus	5,810	218
35	Supermarket News	5,675	228
36	Miami Herald's Sunday	5,452	233
37	Navy Times	5,236	240
38	Washington Post-The Magazine	5,218	242
39	S. F. Exam. & Chron. Sunday	5,116	248
40	Publishers Weekly	5,110	249
41	Boston Globe Sunday	4,942	252
42	Coin World	4,900	254
43	Travel Trade	4,849	258
44	Atlanta Journal/Constitution Mag.	4,832	261
45	Denver Post Sunday	4,824	262
46	Milwaukee Journal Sunday	4,569	272
47	Visitor	4,516	276
48	Linn's Stamp News	4,479	278
49	Long Island Newsday Sunday	4,370	282
50	Minneapolis Tribune Sunday	4,174	290

INTRODUCING THE MARKET OF THE '80s: YOUNG MONEY.

They're confident, optimistic, successful. They seek out professional and personal challenges, and they expect to come up winners.

They're men under 30, active and affluent, whose sports-centered lifestyle influences the nation's buying habits and boosts discretionary spending.

They turned jeans into high style. They made the active-sportswear market grow by leaps and bounds. They said "Da" to vodka, gin, and white wine. They said "Okay" to the everyday use of toiletries and grooming aids. They made the hot comb a hot item. They're into golf, tennis, cycling, jogging. And the rest of us follow their lead.

We call them Young Money. With an HHI of $20,000-plus, they're the market of the '80s.

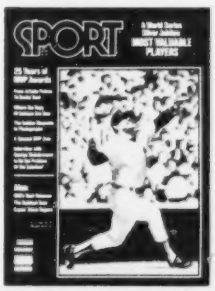
Now's the time to reach these young men because, in the next ten years, millions of them will be finishing their educations, forming attachments, setting up households, moving ahead in careers, acquiring buying habits that can make or break your product.

If you think you're reaching Young Money, consider two facts: (1) By 1980 half the U.S. population will be over 30 (the median age will be 30). And (2) all the major men's magazines except Sport have largely over-30 audiences, audiences that are getting even older. Sport has a greater concentration of Young Money than any other major men's magazine.

	Men 18-29	Men 18-29 HHI $20,000 +
SPORT	100	100
Sports Illustrated	78	84
Esquire	67	66
Playboy	82	84
Penthouse	93	78
Mechanics Illustrated	46	38
Popular Mech	56	57
Popular Sci	57	59
Field & Stream	60	59
Outdoor Life	58	47
Sports Afield	49	47

Source: 1978-1979 SMRB. Concentration based on total men. Sport = 100

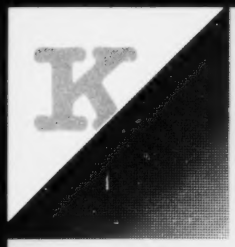
What accounts for the outstanding concentration? Sport's focus on the achievers that Young Money admires. The revealing Sport Interviews. Sport's presentation of the drama of competition both on and off the field. Sport's unmatched in-depth coverage in muscular, succinct prose and striking photographs. Sport attracts Young Money, and it belongs on your schedule now.



SPORT

Where the Young Money is.

Chartcom Publishing MVP Sports, Inc. A Member of the Chartcom, Inc. Communications Group



Top 100 consumer magazines by circulation

	Title	Total circulation	Rank, Table A
1	Parade	21,035,928	13
2	TV Guide	20,044,375	1
3	Reader's Digest	18,036,216	3
4	Family Weekly	12,218,539	22
5	National Geographic Magazine	10,037,676	17
6	Better Homes and Gardens	8,023,592	9
7	Family Circle	7,948,017	8
8	Woman's Day	7,809,827	10
9	Modern Maturity	6,842,129	135
10	McCall's Magazine	6,519,804	15
11	Playboy	5,995,605	5
12	Ladies' Home Journal	5,832,279	18
13	Good Housekeeping	5,270,124	12
14	National Enquirer	5,186,800	16
15	Penthouse	4,632,141	11
16	Redbook Magazine	4,457,061	21
17	Time	4,293,387	2
18	Guideposts	3,200,000	95
19	The Star	3,199,044	23
20	Newsweek	2,929,888	4
21	New York News Sunday Magazine	2,780,000	61
22	Cosmopolitan	2,733,496	19
23	American Legion	2,591,724	204
24	People Weekly	2,394,660	6
25	Sports Illustrated	2,280,047	7
26	Prevention	2,268,097	42
27	Consumer Reports	2,229,000	43
28	U.S. News & World Report	2,052,250	20
29	Field & Stream	2,047,288	38
30	Glamour	1,889,711	25
31	Popular Science	1,812,183	34
32	Workbasket	1,778,529	206
33	V.F.W. Magazine	1,767,351	297
34	Smithsonian	1,761,267	37
35	Outdoor Life	1,741,976	39
36	Mechanix Illustrated	1,706,063	51
37	Today's Education	1,693,316	337
38	Midnight Globe	1,690,442	31
39	Southern Living	1,685,964	29
40	True Story	1,638,409	69
41	The Elks Magazine	1,631,725	332
42	Popular Mechanics	1,630,719	32
43	Mad Magazine	1,561,327	157
44	Hustler	1,546,118	26
45	Boys' Life	1,522,918	138
46	Parents' Magazine & Better Living	1,479,519	76
47	Changing Times/Kiplinger Mag.	1,421,893	123
48	New York Times Magazine	1,412,481	40
49	Seventeen	1,411,539	35
50	Sunset	1,378,132	32
51	Life	1,328,598	44
52	L.A. Times Sunday Home Magazine	1,310,000	88
53	Ebony	1,256,411	45
54	Columbia	1,249,000	324
55	Sport	1,244,716	89
56	Nation's Business	1,212,360	46
57	Organic Gardening	1,200,195	75
58	Highlights for Children	1,200,000	83
59	Motorland	1,182,540	358
60	Psychology Today	1,176,920	49
61	Chicago Tribune Sunday Magazine	1,156,000	119
62	Workbench	1,153,686	237
63	Montgomery Ward Auto Club News	1,152,000	364
64	Mad Specials	1,100,000	230
65	Bon Appetit	1,069,652	66
66	Playbill	1,070,000	184
67	American Rifleman	1,058,975	65
68	House & Garden	1,054,236	36
69	Money's Worth	1,049,827	227
70	New Woman	1,045,955	141
71	Grit	1,005,418	98
72	American Baby	1,000,200	232
73	Book Digest	997,268	108
74	Vogue	988,799	30
75	Teen	974,069	102
76	Mademoiselle	974,046	47
77	Golf Digest	956,820	55
78	National Wildlife	920,000	168
79	Family Handyman	900,397	179
80	Ours	888,177	54
81	Family Health	868,298	133
82	Travel & Leisure	*	63
83	Hot Rod Magazine	854,680	73
84	Philadelphia Inquirer's Today	850,000	192
85	House Beautiful	849,070	50
86	Forum	833,328	84
87	Apartment Life	828,719	101
88	Detroit News Sunday Magazine	826,000	136
89	Popular Photography	825,834	11
90	Us	824,375	62
91	Weight Watchers Magazine	822,322	173
92	Co-ed	820,786	209
93	Money	809,903	56
94	Consumers Digest	804,607	201
95	Decorating and Craft Ideas	800,295	195
96	Sesame Street	799,595	225
97	Motor News	794,000	224
98	Business Week	793,524	14
99	Playgirl	787,747	64
100	1001 Decorating Ideas	782,977	152

* Average circulation for last six months of 1978 was 800,000; average circulation for the first six months of 1979 was 925,000.

Better timing improves your ad's impact.

Family Circle improves your ad's timing.

The most effective ads aren't just well written. They're also well timed.

So they break exactly when your promotions do. Or they reach your target audience just as your new product reaches the shelves.

Now Family Circle can help you time your advertising better than ever before. Because we publish a new issue every three weeks.

That's 17 issues a year. And it gives you more flexibility and more precision in timing your ad's impact than any other women's magazine.

Use Family Circle to "heavy up" your advertising during key selling periods. To meet competitive challenges. Or to intensify response to limited offers.

As we moved from 13 issues in 1977 to 14 in 1978, we added 723,000 women readers. Which means Family Circle now averages 17,701,000 women readers per issue.* At the same time, the number of readers per copy has also increased.

This additional readership is an excellent indication of what to expect from 17 issues a year.

And because Family Circle sells only by the single copy, we accumulate our audience faster than any women's subscription magazine.

Family Circle. Our timing can make your media strategy a lot more strategic. And that can make it a lot more effective.

The only tri-weekly magazine...

Family Circle.

A new issue every three weeks.

*Simmons 78/79

A New York Times Company NYT

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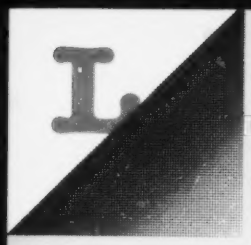

Top 100 consumer magazines by advertising pages

	Title	Est. advertising pages	Rank, Table A
1	Business Week	5,003	14
2	The New Yorker	4,104	27
3	Linn's Weekly Stamp News	3,800	278
4	TV Guide	3,700	1
5	People Weekly	3,440	6
6	Newsweek	3,397	4
7	Coin World	3,245	254
8	Time	3,225	2
9	Denver Post Sunday	2,885	262
10	New York Times Magazine	2,865	40
11	Sports Illustrated	2,812	7
12	New York Magazine	2,592	48
13	Los Angeles Magazine	2,527	167
14	Forbes	2,411	28
15	Cosmopolitan	2,362	19
16	Vogue	2,270	30
17	Yachting	2,159	159
18	Fortune	2,153	24
19	Good Housekeeping	2,117	12
20	Glamour	2,031	25
21	Detroit News Sunday Magazine	2,017	136
22	U.S. News & World Report	1,995	20
23	Chicago Magazine	1,970	172
24	San Diego Magazine	1,947	369
25	Popular Photography	1,919	41
26	Navy Times	1,889	240
27	Air Force Times	1,847	158
28	Philadelphia	1,840	213
29	Boston Globe Sunday	1,835	252
30	Barron's	1,810	68
31	Byte	1,800	191
32	Army Times	1,752	149
33	Cleveland Plain Dealer Sunday	1,746	350
34	Sunset	1,744	32
35	Family Circle	1,737	8
36	Better Homes and Gardens	1,707	9
37	The Washington Post Magazine	1,701	242
38	Phoenix Arizona Republic Sunday	1,697	376
39	Chicago Tribune Sunday Magazine	1,689	119
40	Houston Chronicle Sunday Mag.	1,681	318
41	L.A. Times Sunday Home Magazine	1,665	88
42	Woman's Day	1,633	10
43	Trailer Life	1,621	220
44	Magazine Antiques	1,595	256
45	Southern Living	1,594	29
46	Sail	1,590	150
47	Washingtonian	1,573	246
48	Columbus Dispatch Sunday Mag.	1,564	374
49	Long Island Newsday Sunday	1,536	282
50	Modern Photography	1,512	9
51	Atlanta Journal/Constitution Mag.	1,510	261
52	Chronicle of Higher Education	1,482	327
53	Redbook Magazine	1,474	21
54	Readers Digest	1,462	3
55	Mademoiselle	1,461	47
56	New York News Sunday Magazine	1,448	61
57	McCall's Magazine	1,440	15
58	New West Magazine	1,434	114
59	Popular Mechanics Magazine	1,434	33
60	Playboy	1,431	5
61	Texas Monthly	1,417	147
62	National Enquirer	1,404	16
63	Ladies Home Journal	1,394	18
64	House & Garden	1,394	36
65	Motor Boat & Sailing	1,385	221
66	Miami Herald's Tropic Roto Mag.	1,337	233
67	Seventeen	1,329	35
68	PSA California	1,308	355
69	Houston Home & Garden Magazine	1,304	321
70	Science	1,287	182
71	Prevention	1,271	42
72	Yankee	1,268	124
73	S.F. Exam. S. Chron	1,267	248
74	Boating	1,259	193
75	Cue	1,249	144
76	Modern Bride	1,243	107
77	Bride's Magazine	1,218	109
78	Rolling Stone	1,207	59
79	House Beautiful	1,193	50
80	Milwaukee Journal Sunday	1,189	272
81	Heavy Duty Trucking	1,138	313
82	Philadelphia Inquirer's Today	1,130	192
83	Popular Science	1,128	34
84	Town & Country	1,126	145
85	Cycle	1,114	97
86	Architectural Digest	1,104	60
87	Field & Stream	1,101	38
88	Road & Track	1,081	78
89	Kansas City Star Sunday	1,080	375
90	Mechanix Illustrated	1,069	51
91	Detroit Free Press Sunday	1,061	339
92	Sea	1,049	208
93	Outdoor Life	1,046	39
94	Model Railroader	1,046	298
95	ARTnews	1,025	362
96	Minneapolis Tribune Sunday	1,022	290
97	Travel & Leisure	1,018	63
98	United Mainliner	1,014	143
99	Progressive Grocer	1,012	226
100	Midnight Globe	1,008	31

Two new smart places to advertise

Now you can pinpoint your advertising to either or both of two of the most powerful markets in America. Every fourth week.

BusinessWeek

The New York Metro Edition

Over 100,000 circulation totalling more than 560,000 readers in New York City, Long Island, Westchester and Rockland counties; part of Orange county, New York and Fairfield County, Connecticut; and all or part of eleven counties in New Jersey.

$3,700 full page black/white
$5,550 full page color

BusinessWeek

The New California Edition

Nearly 100,000 circulation totalling more than 500,000 readers in the state of California—including of course, the rich markets of Los Angeles and San Francisco.

$3,530 full page black/white
$5,300 full page color

For further information, contact Business Week
1221 Avenue of the Americas, New York, New York 10020. (212) 997-4616. 3200 Wilshire Boulevard - South Tower
Los Angeles, California 90010. (213) 487-1160. 425 Battery Street, San Francisco, California 94111. (415) 362-4600

BusinessWeek The smart place to advertise.

Top 100 consumer magazines by advertising sales

	Title	Est. adv. sales ($000)	Rank, Table A
1	Time	212,129	2
2	TV Guide	211,812	1
3	Newsweek	159,656	4
4	Parade	129,921	13
5	Sports Illustrated	115,160	7
6	Business Week	109,793	14
7	Reader's Digest	101,467	3
8	Better Homes and Gardens	90,401	9
9	Woman's Day	88,987	10
10	Family Circle	88,088	8
11	Good Housekeeping	81,423	12
12	People Weekly	78,366	6
13	Family Weekly	75,870	22
14	McCall's Magazine	67,903	15
15	U.S. News & World Report	62,286	20
16	Playboy	60,391	5
17	Ladies' Home Journal	53,753	18
18	Redbook Magazine	46,475	21
19	Cosmopolitan	45,863	19
20	Fortune	44,203	24
21	The New Yorker	38,513	27
22	Forbes	33,878	28
23	Glamour	31,936	25
24	National Geographic Magazine	30,305	17
25	New York Times Magazine	30,127	40
26	Southern Living	28,931	29
27	Sunset	25,782	32
28	Penthouse	25,638	11
29	Vogue	23,938	30
30	House & Garden	22,877	36
31	Popular Photography	21,992	41
32	New York News Sunday Magazine	20,540	61
33	National Enquirer	20,150	16
34	Field & Stream	19,496	38
35	Popular Mechanics	18,507	33
36	New York Magazine	17,944	48
37	Seventeen	17,736	35
38	Ebony	17,215	45
39	Popular Science	16,702	34
40	Outdoor Life	16,348	39
41	House Beautiful	15,846	50
42	Prevention	15,193	42
43	Golf Digest	14,809	55
44	Psychology Today	14,562	49
45	Smithsonian	14,275	37
46	Mechanix Illustrated	13,472	51
47	L.A. Times Sunday Home Magazine	13,353	88
48	Mademoiselle	13,219	47
49	Travel & Leisure	13,005	63
50	Stereo Review	12,373	79
51	Golf	12,164	74
52	Scientific American	11,880	52
53	Esquire	11,781	58
54	Car and Driver	11,331	70
55	Money	10,960	56
56	Chicago Tribune Sunday Magazine	10,900	119
57	Barron's	10,789	68
58	Rolling Stone	10,154	59
59	Modern Photography	9,726	81
60	Detroit News Sunday Magazine	9,474	136
61	United Mainliner	9,232	143
62	Cycle	9,198	97
63	Road & Track	9,088	78
64	Architectural Digest	9,075	60
65	Parents Magazine & Better Living	8,949	76
66	Nation's Business	8,888	46
67	The Star	8,860	23
68	New West Magazine	8,737	114
69	Bon Appetit	8,596	66
70	Modern Bride	8,532	107
71	Bride's Magazine	8,408	109
72	Motor Trend	8,165	77
73	Life	7,688	44
74	Harper's Bazaar	7,621	82
75	Eastern Review	7,559	174
76	Hot Rod Magazine	7,467	73
77	Apartment Life	7,257	101
78	Playbill	7,055	184
79	High Fidelity	6,866	128
80	Philadelphia Inquirer's Today	6,817	192
81	Midnight Globe	6,754	31
82	Gourmet	6,751	96
83	Skiing	6,457	131
84	Sport	6,450	89
85	Texas Monthly	6,412	147
86	Dun's Review	6,331	198
87	Tennis Magazine	6,268	146
88	Essence Magazine	6,253	113
89	Town & Country	6,006	145
90	True Story	5,957	69
91	Cue	5,948	144
92	Ski	5,830	165
93	Chicago Magazine	5,792	172
94	Sail	5,788	150
95	Yachting	5,733	159
96	Flying	5,630	130
97	Los Angeles	5,548	167
98	American Baby	5,497	232
99	Air Force Times	5,458	158
100	Miami Herald's Tropic Roto Mag.	5,452	233

Good Housekeeping announces the new media measurement:

BQ

(*Believability Quotient*)

Magazine	BQ % women with a good deal of or complete confidence
Good Housekeeping	**72.1%**
Better Homes & Gardens	69.6
Family Circle	64.7
Woman's Day	61.3
Ladies' Home Journal	60.6
McCall's	57.1
Redbook	48.0
Newsweek	46.1
True Story	27.2
Parade	23.1

Source: Callahan Research Associates – June, 1979.

Now another independent survey proves it again. Women have confidence in the advertising that appears in magazines. Most especially in women's magazines. But again, the highest confidence level, or highest Believability Quotient, is in the advertising that appears in the editorial environment of Good Housekeeping. In this age of consumer skepticism, we believe the BQ measurement is as important to the advertiser as CPM (in which Good Housekeeping, incidentally, is still the lowest among all women's service magazines).

for BQ it's GH

It's not just what you say-*it's where you say it!*

GOOD HOUSEKEEPING IS A PUBLICATION OF HEARST MAGAZINES, A DIVISION OF THE HEARST CORPORATION

© 1979 THE HEARST CORPORATION

Top 100 consumer magazines by subscription sales

	Title	Est. sub. sales ($000)	Rank, Table A
1	Reader's Digest	122,997	3
2	Time	121,557	2
3	TV Guide	114,457	1
4	National Geographic Magazine	85,283	17
5	Newsweek	62,667	4
6	Sports Illustrated	47,447	7
7	Better Homes and Gardens	44,350	9
8	McCall's Magazine	43,560	15
9	Ladies' Home Journal	37,566	18
10	Playboy	34,596	5
11	U.S. News & World Report	29,253	20
12	Good Housekeeping	28,524	12
13	Redbook Magazine	26,627	21
14	Consumer Reports	25,800	43
15	Business Week	18,036	14
16	Nation's Business	17,406	46
17	Smithnsonian	16,895	37
18	American Rifleman	15,773	65
19	Highlights for Children	15,204	83
20	Southern Living	13,012	29
21	Guideposts	12,800	95
22	Forbes	12,402	28
23	Prevention	12,213	42
24	People Weekly	11,946	6
25	Popular Science	11,747	34
26	Fortune	11,672	24
27	Outdoor Life	11,299	39
28	Organic Gardening	11,093	75
29	Popular Mechanics	10,836	33
30	Changing Times/Kiplinger Mag.	9,960	123
31	Modern Maturity	9,579	135
32	Scientific American	9,531	52
33	Money	9,489	56
34	Sunset	9,392	32
35	Field & Stream	9,355	38
36	The New Yorker	9,316	27
37	Life	9,065	44
38	Architectural Digest	8,974	60
39	Bon Appetit	7,881	66
40	National Wildlife	7,820	168
41	Jet	7,818	57
42	Esquire	7,775	58
43	Family Health	7,748	133
44	Ebony	7,621	45
45	Parents' Magazine & Better Living	7,536	76
46	True Story	7,429	69
47	Mechanix Illustrated	7,353	51
48	Travel & Leisure	7,129	63
49	Saturday Review	6,958	120
50	Psychology Today	6,957	49
51	Boys' Life	6,768	138
52	Consumers Digest	6,437	201
53	Golf Digest	6,263	55
54	Book Digest	6,090	108
55	Travel/Holiday	6,080	140
56	New York Magazine	5,997	48
57	Vogue	5,983	30
58	Mother Earth News	5,952	132
59	Audubon	5,940	188
60	Seventeen	5,765	35
61	Glamour	5,654	25
62	Body Forum	5,500	231
63	Yankee	5,360	124
64	House & Garden	5,307	35
65	Arizona Highways	5,250	185
66	Sport	5,025	89
67	National Enquirer	4,821	16
68	Motor News	4,764	224
69	Byte	4,716	191
70	Barron's	4,659	68
71	Family Handyman	4,599	179
72	Signature	4,577	170
73	Workbasket	4,548	206
74	Quest/79	4,508	212
75	Natural History	4,507	177
76	Sporting News	4,484	115
77	Motor Trend	4,462	77
78	House Beautiful	4,370	50
79	1001 Decorating Ideas	4,320	152
80	Penthouse	4,287	11
81	Popular Photography	4,264	41
82	Gourmet	4,237	96
83	Harvard Business Review	4,189	207
84	Grit	4,126	98
85	Cuisine	4,065	169
86	Rolling Stone	4,004	59
87	Saturday Evening Post	4,001	142
88	Hot Rod Magazine	3,957	73
89	American Legion	3,888	204
90	Car and Driver	3,772	70
91	Weight Watchers Magazine	3,710	173
92	Modern Photography	3,576	81
93	Teen	3,570	102
94	Golf	3,570	74
95	Sports Afield	3,569	122
96	Decorating and Craft Ideas	3,558	195
97	Money's Worth	3,555	227
98	Workbench	3,525	237
99	Apartment Life	3,462	102
100	Atlantic	3,337	214

THE NEW IMPROVED LYANNE DOWLING.

How can Lyanne Dowling release the tension built up in rough and tumble budget meetings? That's just one of the subtle problems she faces every day as Personnel Director of New York's Museum of Modern Art. Now there's a magazine that helps contemporary women solve the new problems created by their new way of life. SELF. The self-improvement magazine for today's complete woman. Each month SELF presents in depth articles on nutrition, emotional well-being, physical fitness, culture and beauty. Whether today's woman wants to improve her body or her mind, she'll find it all in SELF Magazine.

"My biggest career problem has been fear of speaking to large groups. I've discovered that the best way to handle it is to plunge right in. Once it's too late to turn back, and you have to open your mouth or embarrass yourself, the excitement of the challenge takes over, and the fear dissolves. If you let fear take over, you'll never get beyond where you are."

"For me, self-improvement is a full time job. I believe in growing in a lot of different directions at the same time. So I'm pursuing a degree in Interior Design at night school. I also read fiction, books on architecture and SELF Magazine."

"I don't think you'd ever mistake me for Arnold Schwarzenegger, but we both lift weights. I recently started working with a lifting machine, and it's improved my general body tone and stamina. And I also jog on weekends with my husband Bill."

SELF
THE FIRST WORD IN SELF-IMPROVEMENT.

"I'm one of those people that everybody loves to hate because I've never gained more than 5 pounds. But last year I read about the health benefits of a high-fiber diet. Now I eat lots of fruit and vegetables, and very few carbohydrates. It's not easy for a reformed pasta addict like me, but it's worth it. At 29, I'm learning that good health is my most important asset."

A Conde Nast Publication

Top 100 consumer magazines by newsstand copies sold

	Title	Estimated newsstand copies sold	Rank, Table A
1	TV Guide	12,420,740	1
2	Family Circle	7,948,017	8
3	Woman's Day	7,809,827	10
4	National Enquirer	4,691,670	16
5	Penthouse	4,398,908	11
6	Playboy	3,312,509	5
7	The Star	3,089,968	23
8	Cosmopolitan	2,620,599	19
9	People Weekly	2,038,988	6
10	Good Housekeeping	1,808,574	12
11	Midnight Globe	1,626,498	31
12	Hustler	1,509,815	26
13	Mad Magazine	1,467,019	157
14	Reader's Digest	1,346,901	3
15	Glamour	1,114,986	25
16	Mad Specials	1,100,000	230
17	Ladies' Home Journal	1,013,027	18
18	Redbook Magazine	995,065	21
19	McCall's Magazine	951,613	15
20	Seventeen	855,506	35
21	Life	824,979	44
22	Forum	790,285	84
23	Oui	784,932	54
24	Better Homes and Gardens	773,102	9
25	New Woman	753,033	141
26	Omni	659,451	104
27	Mademoiselle	658,485	47
28	Gallery	655,868	67
29	Us	647,077	62
30	Grit	642,263	98
31	Playgirl	586,255	64
32	Vogue	547,770	30
33	Club	535,392	80
34	National Lampoon	482,997	106
35	Genesis	424,320	110
36	True Story	411,834	69
37	House & Garden	410,620	36
38	Cheri	400,000	148
39	High Society	397,000	100
40	Soap Opera Digest	391,542	197
41	Popular Mechanics	389,919	33
42	Easyriders	368,053	153
43	Hot Rod Magazine	366,328	73
44	Velvet	355,000	117
45	Teen Beat	353,597	342
46	Tiger Beat	350,000	241
47	Harper's Bazaar	345,521	82
48	Teen	336,583	102
49	Jet	326,121	57
50	Starlog	325,000	156
51	High Times	318,660	137
52	House Beautiful	306,350	50
53	Sesame Street	301,795	225
54	Rolling Stone	300,765	59
55	Popular Science	296,875	34
56	Time Magazine	291,969	2
57	Vogue Patterns	275,833	338
58	Rona Barrett's Hollywood	266,950	334
59	Chic	258,519	155
60	Bride's Magazine	256,433	109
61	Road & Track	255,533	78
62	Swank	254,000	164
63	Modern Bride	253,796	107
64	True Confessions	249,084	312
65	Mechanix Illustrated	245,111	51
66	Ebony	243,493	45
67	Rona Barrett's Gossip	242,750	371
68	Newsweek	238,669	4
69	Adam	229,125	223
70	Weight Watchers Magazine	228,167	173
71	Popular Hot Rodding	226,913	211
72	Tiger Beat Star	222,000	386
73	Motor Trend	219,559	77
74	Outdoor Life	216,315	39
75	Gentlemen's Quarterly	209,865	112
76	Saturday Evening Post	209,189	142
77	Players	194,511	254
78	1001 Decorating Ideas	194,381	152
79	Car and Driver	194,379	70
80	Club International	185,000	234
81	House Beautiful Colonial Homes	184,486	275
82	Popular Photography	181,420	41
83	Eros	175,000	263
84	Heavy Metal	174,928	315
85	Psychology Today	167,744	49
86	Essence Magazine	166,104	113
87	Stag	163,000	271
88	Sport	161,745	89
89	Scientific American	159,237	52
90	Guns and Ammo	158,019	154
91	Future	155,000	336
92	Bon Appetit	154,520	66
93	Field & Stream	153,660	38
94	Gourmet	150,210	96
95	Runner's World	145,000	139
96	Consumer Reports	140,000	43
97	Apartment Life	137,468	101
98	Sunset	132,906	32
99	Cycle	129,365	97
100	Modern Photography	117,173	81

I'm a mother. I love my Parents.

"Look into my eyes. Come closer. Closer. It's not illusion. It's real. I use more mascara, more eye shadow, more blusher than the 18-34 women who read the seven other leading women's magazines.

"Come sell me your cosmetics, your soaps, shampoos, deodorants, food, household cleaners, furniture polishes, appliances light and heavy. I use more of them, more often than other women. You see, when you sell me, you sell my whole family.

"Best of all, it costs less to reach me in Parents. Less out-of-pocket dollars. Less waste. Just ask Parents to help you work out exactly the right combination of women's magazines for your product.

"Listen to mother."

...the magazine only a mother could love.

Source: 1978-79 SMRB

Top 100 consumer magazines by newsstand sales

	Title	Estimated newsstand sales ($000)	Rank, Table A
1	TV Guide	226,057	1
2	Penthouse	107,773	11
3	National Enquirer	91,254	16
4	Playboy	81,156	5
5	People Weekly	79,521	6
6	Family Circle	66,423	8
7	The Star	60,197	23
8	Woman's Day	53,575	10
9	Hustler	47,267	26
10	Cosmopolitan	47,171	19
11	Midnight Globe	31,580	31
12	Good Housekeeping	25,976	12
13	Oui	18,838	54
14	Glamour	18,369	25
15	Gallery	17,662	67
16	Club	15,259	80
17	Time	15,182	2
18	Reader's Digest	15,141	3
19	Redbook Magazine	14,926	21
20	Forum	14,620	84
21	Ladies' Home Journal	14,588	18
22	Newsweek	14,156	4
23	Playgirl	13,718	64
24	Us	12,438	62
25	High Society	11,910	100
26	McCall's Magazine	11,374	15
27	Life	11,137	44
28	Genesis	11,019	110
29	Mademoiselle	10,790	47
30	Velvet	10,650	117
31	Seventeen	10,266	35
32	Jet	10,175	57
33	Vogue	9,997	30
34	Better Homes and Gardens	9,200	9
35	Cheri	9,000	148
36	National Lampoon	8,694	106
37	Chic	8,454	155
38	Mad Magazine	7,922	157
39	Omni	7,913	104
40	Swank	7,620	164
41	Starlog	7,605	156
42	Rolling Stone	7,580	59
43	High Times	7,184	137
44	Easyriders	6,625	153
45	Sports Illustrated	6,121	7
46	New Woman	5,648	141
47	Mad Specials	5,500	230
48	Adam	5,499	223
49	Hot Rod Magazine	5,495	73
50	House & Garden	5,494	63
51	Popular Science	5,344	34
52	Club International	5,273	234
53	Harper's Bazaar	5,183	82
54	Popular Mechanics Magazine	5,147	33
55	Eros	4,725	263
56	Soap Opera Digest	4,718	197
57	True Story	4,695	69
58	Players	4,659	254
59	Stag	4,401	271
60	Grit	4,235	98
61	Tiger Beat	4,200	241
62	Gentlemen's Quarterly	4,197	112
63	Teen	4,039	102
64	Sporting News	3,997	116
65	Road & Track	3,850	78
66	Car Craft	3,754	160
67	House Beautiful	3,676	50
68	Circus	3,490	218
69	U.S. News & World Report	3,472	20
70	Popular Hot Rodding	3,404	211
71	Motor Trend	3,293	77
72	Rona Barrett's Hollywood	3,203	334
73	Teen Beat	3,182	342
74	Heavy Metal	3,149	315
75	Bride's Magazine	3,077	109
76	Modern Bride	3,046	107
77	Psychology Today	3,004	49
78	Mechanix Illustrated	2,941	51
79	Ebony	2,922	45
80	Car and Driver	2,916	70
81	Rona Barrett's Gossip	2,913	371
82	True Confessions	2,840	312
83	Future	2,790	336
84	Popular Photography	2,721	41
85	Sesame Street	2,716	225
86	Barron's	2,699	68
87	Architectural Digest	2,691	60
88	Tiger Beat Star	2,664	387
89	Self	2,637	239
90	Runner's World	2,610	139
91	Guns and Ammo	2,608	154
92	Outdoor Life	2,596	39
93	Weight Watchers Magazine	2,409	173
94	Saturday Evening Post	2,353	142
95	Modern Photography	2,285	81
96	Esquire	2,264	58
97	Bon Appetit	2,220	66
98	House Beautiful Colonial Homes	2,214	275
99	New Yorker	2,169	27
100	Consumer Reports	2,100	43

What's Up?

Using this long-eared, sassy-voiced carrot-chomper in an ad for Independent News? You must think we're bugs!

We are, in a way. You see, BUGS BUNNY, and SYLVESTER, and SUPER MAN, and Pelé, and the American and National baseball leagues, and the National Football League and National Hockey League players' associations are just a few of the hundreds of organizations, personalities, and products represented by Licensing Corporation of America. LCA is part of Warner Communications, a world-leader in the entertainment and leisure industries.

So is Independent News. So are a number of other leading corporations in motion pictures, television, cable-TV, records, tapes, book and music publishing.

What does this mean to you? Glad you asked. This family relationship makes it possible for us to expand our range of services to publishers far beyond that of other distributors. Independent can arrange to bring top managerial talent in the leisure and entertainment industries to bear on assisting you in sales promotion, publicity, direct and ancillary profit programs.

All this plus the full complement of more conventional client services you'd expect from any good good national distributor, rendered in a way that has made Independent the nation's leading distributor of magazines, books, and comics. Specialized book-marketing and magazine-marketing field-forces; data-based research and sales development; professional traffic management. And some other special and unique services, such as industry leadership in computerized data-storage and retrieval; two-way wholesaler telecommunications; direct-sales chain-variety marketing.

We have an information-packed presentation that takes the matter up in some detail. We'd like you to see this presentation, at your convenience. Just call Pat Flaherty at 212-484-8475, or mail the coupon.

ind
INDEPENDENT NEWS COMPANY
A Warner Communications company

PAT FLAHERTY
INDEPENDENT NEWS COMPANY
75 Rockefeller Plaza,
New York, NY 10019

Dear Pat:
I'd like to see what carrots you're dangling. Please call to set up an appointment for me to see the Independent News presentation.

Name _____

Title _____

Company _____

Address _____

Zip _____

Phone _____

Top 100 business magazines by total sales

	Title	Est. total sales ($000)	Rank, Table A
1	Computerworld	17,555	71
2	Engineering News	14,600	85
3	Advertising Age	14,223	86
4	Aviation Week & Space Technology	13,131	90
5	Medical Economics	13,074	91
6	Chemical Engineering	13,027	92
7	Billboard	12,953	93
8	Machine Design	12,860	94
9	Industry Week	12,512	99
10	Plant Engineering	12,078	103
11	Oil & Gas Journal	11,889	105
12	Electronic News	11,525	111
13	Electronics	11,096	115
14	Nursing '79	10,671	121
15	Datamation	10,121	125
16	Design News	10,084	126
17	Electronic Design	9,992	127
18	Iron Age	9,807	129
19	Institutions	8,822	151
20	Journal American Medical Assn.	8,311	161
21	Chemical Week	8,079	163
22	New Equipment Digest	7,885	166
23	American Journal of Nursing	7,744	171
24	Architectural Record	7,297	175
25	Professional Builder/Apartment Bus.	7,166	178
26	Purchasing Magazine	7,123	180
27	Automotive News	7,114	181
28	Industrial Equipment News	7,029	186
29	EDN	7,021	187
30	Travel Agent	6,898	190
31	Broadcasting	6,632	199
32	Modern Plastics	6,526	200
33	Nation's Restaurant News	6,435	202
34	Restaurant Business	6,425	203
35	Patient Care	6,062	210
36	Hydrocarbon Processing	5,962	216
37	Elec. Construction/Maintenance	5,738	222
38	Progressive Grocer	5,698	226
39	Supermarket News	5,675	228
40	Meetings & Conventions	5,390	236
41	Electronic Engineering Times	5,316	238
42	Power	5,199	244
43	Publisher's Weekly	5,110	249
44	RN Magazine	4,963	250
45	Fleet Owner	4,957	251
46	Travel Trade	4,849	258
47	Journal of Accountancy	4,833	260
48	American Machinest	4,767	264
49	Commercial Car Journal	4,763	265
50	Business & Commercial Aviation	4,735	266
51	Interior Design	4,733	267
52	Coal Age	4,660	269
53	Modern Materials Handling	4,598	270
54	Postgraduate Medicine	4,543	273
55	Learning	4,522	274
56	Electrical World	4,505	277
57	American Family Physician	4,453	279
58	Engineering & Mining Journal	4,405	281
59	Construction Equipment	4,343	284
60	Industrial Research/Development	4,327	285
61	Teacher	4,308	286
62	Diversion	4,280	287
63	Housing	4,193	289
64	Chemical & Engineering News	4,117	291
65	Modern Salon	4,107	292
66	Consultant	4,036	296
67	Computer Design	3,897	299
68	Successful Meetings	3,876	301
69	American Bar Association Journal	3,858	302
70	Chain Store Age Supermarkets	3,844	304
71	Graphic Arts Monthly	3,742	307
72	Infosystems	3,734	308
73	Discount Store News	3,681	311
74	Sales & Marketing Management	3,648	314
75	Chemical Processing	3,618	316
76	Plastics Technology	3,562	317
77	Electronic Products Magazine	3,526	320
78	Hardware Retailing	3,492	322
79	Gifts & Accessories	3,480	323
80	Air Conditioning-Htg./Refrig.	3,443	326
81	Office, The	3,420	328
82	Telephony	3,400	331
83	Hardware Age	3,373	333
84	Building Supply News	3,254	341
85	Highway & Heavy Construction	3,244	345
86	Progressive Architecture	3,231	347
87	Tooling & Production	3,213	351
88	Power Engineering	3,167	356
89	Ind. Maintenance & Plant Opers.	3,161	357
90	Drug Therapy (office ed)	3,143	359
91	Motor	3,130	360
92	Motor/Age	3,123	361
93	IEEE Spectrum	3,116	363
94	Bakery Production & Marketing	3,098	366
95	Packaging Digest	3,090	367
96	Material Handling Engineering	3,056	372
97	Production	2,999	377
98	Hospitals	2,992	379
99	Mini-Micro Systems	2,968	380
100	Restaurant/Hospitality	2,921	382

How can you be happy and relaxed and a magazine publisher?

You begin by picking a first-rate printer who will take production problems off your hands. You pick a printer who will give you a full range of services, including design, typesetting, printing, binding, and mailing. You pick Dartmouth Printing Company, because you know your schedules will be met and you'll get high-quality service tailored to meet your needs. You can be happy and relaxed, because Dartmouth Printing is hard at work — for you!

Upper Photograph: *Survey of Ophthalmology* staff members visit Dartmouth Printing's plant to watch their journal come off the press. Left to right: Susan Erickson, managing editor; Susan Clement, editorial assistant; Stuart Smith, president of Dartmouth Printing; and Dr. Bernard Schwartz, editor-in-chief. **Lower photograph:** Celebrating the publication date over champagne in Stuart Smith's office are *Survey of Ophthalmology* editor Dr. Bernard Schwartz (right) and journal staff members. Close customer relations and personal service distinguish Dartmouth Printing Company.

dp **Dartmouth Printing Company**

Hanover, New Hampshire 03755 (603) 643-2220

editing, design, typesetting, printing, binding, mailing

R Top 50 business magazines by circulation

	Title	Total circulation	Rank, Table A
1	Nursing '79	498,477	121
2	American Journal of Nursing	337,950	171
3	Industry Week	256,294	99
4	Journal American Medical Assn.	253,093	161
5	RN Magazine	249,455	250
6	American Bar Association Journal	247,602	302
7	Drug Therapy (office ed.)	240,617	359
8	Journal of Accountancy	223,429	260
9	Teacher	222,879	286
10	Learning	200,700	274
11	IEEE Spectrum	196,223	363
12	Industrial Equipment News	182,000	186
13	Diversion	179,688	287
14	New Equipment Digest	174,852	166
15	Medical Economics	163,404	91
16	Consultant	152,000	296
17	Modern Salon	143,111	292
18	Motor Age	142,700	361
19	Design News	140,184	126
20	Machine Design	134,117	94
21	Motor	131,977	360
22	American Family Physician	128,539	279
23	Datamation	128,099	125
24	Office, The	123,188	328
25	Postgraduate Medicine	121,742	273
26	Chemical & Engineering News	120,170	291
27	Modern Office Procedures	111,383	396
28	Iron Age	109,613	129
29	Professional Builder/Apartment Bus.	109,000	178
30	Electronic Design	108,654	127
31	Patient Care	106,079	210
32	Industrial Maint. & Plant Operations	105,571	357
33	Institutions	105,331	151
34	Chain Store Age Supermarkets	104,183	304
35	Infosystems	103,810	308
36	Industrial Research/Development	103,742	285
37	Engineering News	101,686	85
38	Aviation Week & Space Technology	98,994	90
39	EDN	94,672	187
40	Electronic Engineering Times	94,641	238
41	Computerworld	94,560	71
42	Electronics	94,153	114
43	Modern Materials Handling	93,542	270
44	Electronic Products Magazine	92,106	320
45	Production Engineering	90,662	384
46	Material Handling Engineering	88,425	372
47	Purchasing Magazine	87,869	180
48	Housing	86,508	289
49	Plant Engineering	86,429	103
50	Practical Cardiology	85,552	397

S Top 50 business magazines by advertising sales

	Title	Est. adv. sales ($000)	Rank, Table A
1	Computerworld	15,256	71
2	Machine Design	12,860	94
3	Engineering News	12,668	85
4	Industry Week	12,512	99
5	Advertising Age	12,301	86
6	Medical Economics	12,270	91
7	Plant Engineering	12,078	103
8	Chemical Engineering	12,074	92
9	Oil & Gas Journal	10,723	105
10	Electronic News	10,500	111
11	Aviation Week & Space Technology	10,161	90
12	Design News	10,084	126
13	Electronics	9,954	115
14	Electronic Design	9,735	127
15	Iron Age	9,566	129
16	Datamation	9,041	125
17	Institutions/Volume Feeding	8,798	151
18	Billboard	8,283	93
19	New Equipment Digest	7,885	166
20	Journal American Medical Assn.	7,449	161
21	Chemical Week	7,185	163
22	Purchasing Magazine	7,123	180
23	Industrial Equipment News	7,029	186
24	EDN	7,021	187
25	Professional Builder/Apartment Bus.	7,006	178
26	Travel Agent	6,828	190
27	Restaurant Business	6,352	203
28	Architectural Record	6,068	175
29	Patient Care	6,024	210
30	Nation's Restaurant News	5,979	202
31	Modern Plastics	5,674	200
32	Hydrocarbon Processing	5,630	216
33	Automotive News	5,586	181
34	Broadcasting	5,584	199
35	Progressive Grocer	5,411	226
36	Meetings & Conventions	5,390	236
37	Electronic Engineering Times	5,316	238
38	Supermarket News	5,240	228
39	Fleet Owner	4,957	251
40	Elec. Construction/Maintenance	4,880	222
41	Commercial Car Journal	4,763	265
42	Travel Trade	4,761	258
43	Business & Commercial Aviation	4,735	266
44	Power	4,611	244
45	Modern Materials Handling	4,598	270
46	American Machinest	4,547	264
47	Coal Age	4,454	269
48	American Family Physician	4,363	279
49	Construction Equipment	4,343	284
50	Industrial Research/Development	4,327	285

Should you consolidate your computer services under one roof?

Some magazine publishers make it a point to use different computer fulfillment firms in order to obtain the *most efficient* services for each of the various activities involved in the fulfillment function.

But such disadvantages as loss of control, and the problems of directing and coordinating the operations of two or three different companies are sometimes overlooked.

If your company's fulfillment activities are now split among a number of firms — or if you are simply seeking one reliable and efficient organization that specializes in magazine work — consider Robert Cornwell Associates.

Just about every fulfillment task a consumer or business magazine requires is consolidated under one roof. That means one phone call gives you control over dozens of operations, including:

- ☐ Caging and Cashiering
- ☐ Subscription List Maintenance
- ☐ New Subscriber Invoicing
- ☐ Expire and Renewal Management
- ☐ Reverification Mailings
- ☐ Reader Service Processing, Label Generation and Advertiser Reports
- ☐ List Sales and Management
- ☐ Reprints and Book Shipments and Invoicing
- ☐ Merge/Purge and List Conversions
- ☐ Complete Reports, including ABC and BPA Audits, Demographics, Deferred Liability, etc.
- ☐ Computerized Letters

Our roof is located over a spacious building less than 30 minutes from New York City. Why not let us put it over all of your circulation fulfillment problems. Call Peter Cornwell, Vice President, at 201-261-1050. Or write:

Robert Cornwell Associates

"A full service computer company that understands the magazine industry"

352 Evelyn Street • Paramus, New Jersey 07652 • 201/261-1050

Top 100 business magazines by advertising pages

	Title	Ad. ed pages	Rank, Table A
1	Travel Agent	7,139	190
2	Oil & Gas Journal	5,140	105
3	Electronic News	4,038	111
4	Computerworld	*4,004	71
5	Machine Design	3,818	94
6	Design News	3,641	126
7	Engineering News	3,586	85
8	Electronics	3,568	115
9	Advertising Age	*3,466	86
10	Electronic Design	3,465	127
11	Chemical Engineering	3,459	92
12	Travel Trade	*3,450	258
13	Telephony	3,418	331
14	Medical Economics	3,400	91
15	Plant Engineering	3,375	103
16	Billboard	*3,272	93
17	Publisher's Weekly	2,984	249
18	EDN	2,982	187
19	Hydrocarbon Processing	2,940	216
20	Purchasing Magazine	2,874	180
21	Iron Age	2,853	129
22	Broadcasting	2,582	199
23	Patient Care	2,475	210
24	Journal American Medical Assn.	2,367	161
25	Aviation Week & Space Technology	2,306	90
26	Coal Age	2,276	269
27	Institutions	2,273	151
28	Datamation	2,197	125
29	Interior Design	2,188	267
30	Chemical Week	2,045	163
31	Restaurant Business	2,040	203
32	Hospitals	1,916	379
33	Automotive News	*1,862	181
34	American Machinest	1,840	264
35	Graphic Arts Monthly	1,838	307
36	Bakery Production & Marketing	1,816	366
37	Tooling & Production	1,811	351
38	Gifts & Accessories	1,805	323
39	Architectural Record	1,769	175
40	American Family Physician	1,762	279
41	Electronic Engineering Times	*1,753	238
42	Professional Builder/Apartment Bus.	1,711	178
43	Industry Week	1,703	99
44	Hardware Retailing	1,700	322
45	Restaurant/Hospitality	1,657	382
46	Computer Design	1,625	299
47	Engineering & Mining Journal	1,608	281
48	Modern Materials Handling	1,602	270
49	Power	1,588	244
50	Electrical World	1,584	277
51	Postgraduate Medicine	1,578	273
52	Modern Plastics	1,572	200
53	Office, The	1,545	328
54	Meetings & Conventions	1,543	236
55	Editor & Publisher	1,538	400
56	Hardware Age	1,524	333
57	Diversion	1,499	287
58	Specifying Engineer	1,476	395
59	Chemical Processing	1,445	316
60	Elec. Construction/Maintenance	1,431	222
61	Nation's Restaurant News	*1,411	201
62	Industrial Research/Development	1,409	285
63	Building Supply News	1,406	341
64	Commercial Car Journal	1,401	265
65	Fleet Owner	1,392	251
66	Construction Equipment	1,377	284
67	Successful Meetings	1,366	301
68	Supermarket News	*1,345	228
69	Plastics Technology	1,337	317
70	Packaging Digest	*1,307	367
71	Electronic Products Magazine	1,295	320
72	Chemical & Engineering News	1,278	291
73	Consultant	1,272	296
74	New Equipment Digest	*1,256	166
75	American Printer & Lithographer	1,200	387
76	Drug Therapy office ed	1,189	359
77	Institutional Distribution	1,170	391
78	Modern Office Procedures	1,166	396
79	Material Handling Engineering	1,162	372
80	Highway & Heavy Construction	1,160	345
81	Production	1,143	377
82	Practical Cardiology	1,091	397
83	American Journal of Nursing	1,087	171
84	Industrial Equipment News	*1,081	186
85	Power Engineering	1,058	356
86	Progressive Grocer	1,012	226
87	Progressive Architecture	986	347
88	Business & Commercial Aviation	973	266
89	Discount Store News	*967	311
90	Infosystems	954	308
91	Drug Topics	930	383
92	Production Engineering	908	384
93	Air Conditioning-Htg./Refrig.	*892	326
94	Sales & Marketing Management	870	314
95	Mini-Micro Systems	847	380
96	Chain Store Age Supermarkets	811	304
97	Modern Salon	785	292
98	IEEE Spectrum	785	363
99	American Bar Association Journal	708	302
100	Industrial Maint. & Plant Operations	688	357

* Tabloid size

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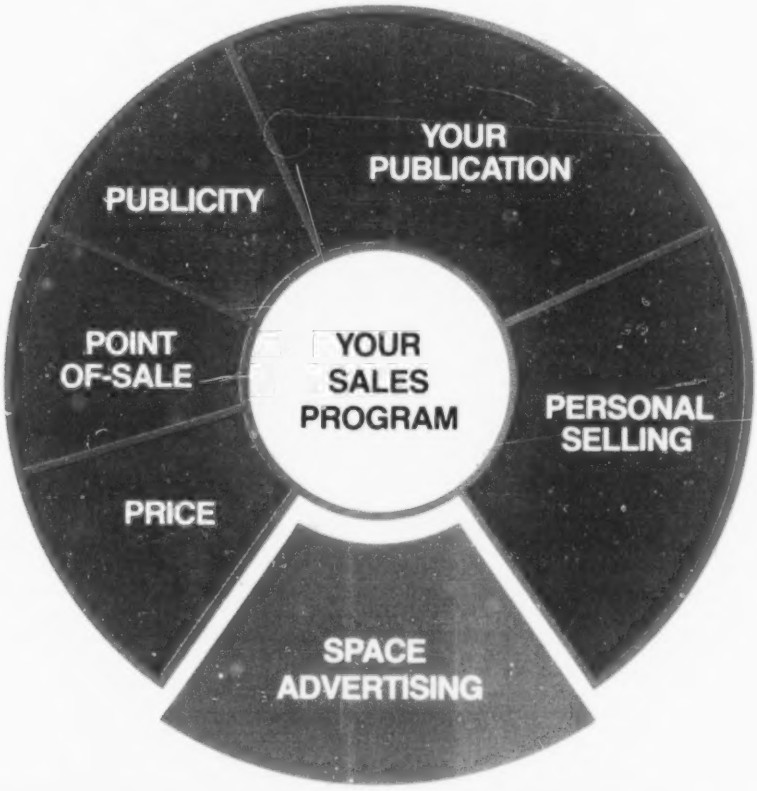

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Top 50 business magazines by subscription sales

	Title	Est. sub. sales	Rank, Table A
1	Nursing '79	6,792	121
2	American Journal of Nursing	4,255	171
3	Journal of Accountancy	3,271	260
4	Billboard	3,133	93
5	RN Magazine	3,113	250
6	Aviation Week & Space Technology	2,970	90
7	Learning	2,810	274
8	Computerworld	2,299	71
9	Teacher	2,201	286
10	Engineering News	1,932	85
11	Advertising Age	1,870	86
12	Modern Salon	1,752	292
13	Automotive News	1,528	181
14	Chemical & Engineering News	1,395	291
15	Sales & Marketing Management	1,316	314
16	Housing	1,255	289
17	Architectural Record	1,229	175
18	Motor	1,188	360
19	Oil & Gas Journal	1,166	105
20	Electronics	1,142	115
21	Datamation	1,080	125
22	Broadcasting	1,048	199
23	Electronic News	1,025	111
24	Publisher's Weekly	1,007	249
25	Chemical Engineering	953	92
26	IEEE Spectrum	915	363
27	Chemical Week	894	163
28	Interior Design	878	267
29	Journal American Medical Assn.	862	161
30	Elec. Construction/Maintenance	858	222
31	Modern Plastics	852	200
32	Medical Economics	804	91
33	American Bar Association Journal	743	302
34	Motor Age	689	361
35	Air Conditioning-Htg./Refrig.	643	326
36	Power	588	244
37	Gifts & Accessories	530	323
38	Editor & Publisher	478	400
39	Nation's Restaurant News	456	202
40	Telephony	442	331
41	Supermarket News	435	228
42	Postgraduate Medicine	404	273
43	Progressive Architecture	386	347
44	Electrical World	377	277
45	Hydrocarbon Processing	332	216
46	Engineering & Mining Journal	306	281
47	Progressive Grocer	287	226
48	Electronic Design	257	127
49	Iron Age	241	129
50	Hospitals	240	379

Count it as another first for Woman's Day:

RATATOUILLE

1 small green pepper
1 teaspoon oil
1/2 cup thinly sliced onion (1 medium)
1 medium tomato, peeled and diced
1 medium zucchini (1/2 pound), cut in 1/4-inch-thick slices
1 small eggplant (3/4 pound), peeled and cut in 1/4-inch-thick slices
2 cloves garlic, minced
1 teaspoon vegetable salt
2 tablespoons minced parsley

Seed pepper and blanch 1 minute; cut in strips. In large skillet heat oil; add onion and sauté 1 minute. Add tomato; sauté 1 minute. Add remaining ingredients except parsley. Bring to boil, lower heat, cover and simmer 5 minutes. Uncover and continue simmering until liquid evaporates and vegetables are tender. Sprinkle with parsley. Serve hot as a vegetable [illegible]. Makes 4 servings. *Per serving: 51 cal, 2 g pro, 9 g car, 1 g fat, 0 mg chol*

Calorie and nutrient counts on all recipes!

Woman's Day makes publishing history again.

Starting with our September 20th issue, every Woman's Day recipe features a nutritional analysis including calories, protein, carbohydrates, fats and cholesterol. No other magazine provides this service.

It's a fascinating system, explains food editor Jeanne Voltz. "After our test kitchen accepts a recipe, we translate the ingredients into a code and put it into a computer. A nutritional analysis comes back in minutes—about as long as it takes to simmer our Ratatouille!"

For many years, we've anticipated the demand for recipes that fit into prudent diets. And now, with this computerized information, we can help our readers plan more nutritious meals.

This innovation in nutrition is one of many Woman's Day "firsts." Others include:

- 1968—Introducing small appliance symbols for recipes.
- 1969—Launching the macrame craze.
- 1970—Being the first major magazine with an article on abortion.
- 1972—Creating a Family Medical Record (5½ million distributed by the March of Dimes).
- 1973—Being the first major women's magazine to run articles on women's credit problems.
- 1975—Being the first magazine to publish life-saving cardio-pulmonary resuscitation technique.
- 1976—Winning The J.C. Penney University of Missouri Award for "Wife Beaters" article.
- 1977 and 1978—Receiving American Association of Family Physicians Awards for articles on "Hypertension" and "But Doctor I'm Never Sick!"

What do all these "firsts" have in common? The Woman's Day commitment to put the needs of our readers *first*.

Woman's Day Up-to-the-minute Service Journalism

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Road & Track A 78, B 137, C 81, G 61, H 65, I 50, L 89, M 63, O 61, P 65
Rolling Stone A 59, B 127, C 72, F 91, G 34, H 42, L 79, M 56, N 96, O 54, P 42
Rotarian A 196, B 154, E 100
Runner's World A 139, B 153, C 190, G 96, H 96, I 82, O 96, P 74
Sail A 158, C 129, D 97, I 89, L 47, M 94
Sales & Marketing Management A 314, Q 74, T 94, U 15
San Diego Magazine A 369, D 56, L 25
S. F. Calif. Living Sun. Mag. A 248, B 122, C 150, I 99, L 74
Saturday Evening Post A 142, B 135, F 92, G 77, H 95, N 87, O 76, P 94
Saturday Review A 120, B 143, E 87, F 50, N 49
Science A 182, I 32, L 71
Scientific American A 52, B 115, C 61, E 84, F 33, G 40, I 33, M 52, N 32, O 89
Sea A 208, C 189, L 93
Self A 234, B 117, H 89, P 89
Sesame Street A 225, B 100, E 94, G 53, H 85, K 96, O 53, P 85
Seventeen A 35, B 51, C 38, E 86, F 62, G 20, H 31, I 18, K 49, L 68, M 37, N 60, O 20, P 31
Shooting Times A 323
Signature A 170, B 133, E 76, F 75, N 72
Skateboarder A 393
Ski A 165, B 167, C 127, M 92
Skiing A 131, B 155, C 113, M 83
Skin Diver A 293
Smithsonian A 37, B 35, C 47, E 22, F 17, I 20, K 34, M 45, N 17
Soap Opera Digest A 197, B 131, G 40, H 56, O 40, P 56
Southern Living A 29, B 41, C 26, D 96, E 27, F 20, I 13, K 89, L 46, M 26, N 20
Specifying Engineer A 395, T 56
Sport A 89, B 58, C 114, E 44, F 69, G 89, I 52, K 58, M 84, N 66, O 88
Sporting News A 116, B 178, F 80, H 64, I 24, N 76, P 64
Sports Afield A 122, B 142, C 151, F 100, I 73, N 95
Sports Illustrated A 7, B 26, C 5, D 33, E 17, F 6, H 45, I 5, K 25, L 12, M 5, N 6, P 45
Stag A 271, G 86, H 59, O 87, P 59
Star, The A 23, B 20, C 86, G 7, H 7, I 10, K 19, M 67, O 7, P 7
Starlog A 156, B 185, G 50, H 41, I 93, O 50, P 41
Stereo Review A 79, B 146, C 55, I 51, M 50
Successful Farming A 87, B 109, C 64, E 63
Successful Meetings A 301, C 200, Q 68, T 67
Sunset A 33, B 52, C 27, D 78, E 35, F 35, G 99, I 15, K 50, L 35, M 27, N 34, O 98
Supermarket News A 228, C 147, I 95, Q 39, T 66, S 98, U 41
Swank A 164, G 62, H 40, I 98, O 62, P 40
Teacher A 266, Q 61, R 9, U 9
Teen A 102, B 78, E 73, F 98, G 48, H 63, I 62, K 75, N 93, O 48, P 63
Teen Beat A 342, B 183, G 45, H 73, O 45, P 73
Telephony A 331, D 19, Q 82, T 13, U 40
Tennis Magazine A 146, B 162, C 118, I 86, L 62, M 87
Texas Monthly A 147, C 115, I 87, M 85
Tiger Beat A 24, B 161, G 46, H 61, O 46, P 61
Tiger Beat Star A 386, G 73, H 68, O 72, P 68
Time Magazine A 2, B 17, C 1, D 25, E 8, F 2, G 56, H 17, I 2, K 17, L 9, M 1, N 2, O 56, P 17
Today's Education A 337, B 99, E 25, G 56, K 37
Tooling & Production A 351, D 68, Q 87, T 47
Town & Country A 145, C 123, I 85, L 85, M 89
Trailer Life A 220, B 188, C 133, D 43, L 44
Travel & Leisure A 63, B 86, C 51, E 55, F 49, I 37, K 82, L 48, M 49, N 48
Travel Agent A 140, C 109, D 1, Q 30, T 1, S 26
Travel Trade A 258, C 159, D 17, I 43, Q 46, T 12, S 42
Travel Holiday A 140, B 104, E 62, F 57, I 83, N 55
True Confessions A 312, G 65, H 82, O 64, P 82
True Story A 69, B 42, C 125, E 37, F 47, G 96, H 57, I 42, K 40, M 90, N 46, O 96, P 57
TV Guide A 1, B 2, C 2, D 10, E 3, F 3, G 1, H 1, I 1, K 2, L 5, M 2, N 3, O 1, P 1
TWA Ambassador A 346, B 169
U.S. News & World Report A 20, B 29, C 15, D 54, E 19, F 11, G 69, I 8, K 28, L 23, M 15, N 11, P 69
United Mainliner A 143, B 164, C 179, I 84, L 99, M 61
Us A 42, B 94, C 143, G 29, H 24, K 90, O 29, P 24
Velvet A 117, B 182, G 44, H 80, I 70, O 44, P 80
V F W Magazine A 297, B 94, E 21, K 33
Vogue A 31, B 75, C 28, D 44, F 64, G 42, H 33, I 14, K 74, L 17, M 29, N 57, O 42, P 43
Vogue Patterns A 188, B 198, G 52, O 52
W A 144
Wallace's Farmer A 243, C 157
Washington Post The Magazine A 242, B 107, C 148, D 84, I 98, L 98
Washingtonian A 246, C 192, L 48
Weight Watchers Magazine A 173, B 96, E 77, F 96, G 71, H 44, K 91, N 91, O 70, P 44
Western Horseman A 144
Woman's Day A 10, B 8, C 9, D 91, G 3, H 8, K 8, L 43, M 9, O 3, P 8
Woodall's Trailer & RV Travel A 235, C 194
Workbasket A 206, B 93, E 23, F 77, K 42, N 73
Workbench A 237, B 165, E 43, K 62, N 98
Working Woman A 378
World Tennis A 217, B 186
Yachting A 159, C 131, D 47, I 94, L 19, M 96
Yankee A 124, B 106, C 192, E 67, F 66, H 74, L 73, N 61

Note: Some magazines, including those listed below, may have qualified for ranking in the Folio 400, but were not included due to insufficient data at press time.

Menswear
Scholastic Publications
Medical World News
Family Practice News
Metalworking Digest
Mart Magazine
Journal of the American Dental Association
Farm Industry News

Reading the tables

Folio 400

Definitions

Total gross sales: The sum of all three estimated revenue streams—advertising, single-copy, subscription.

Advertising sales: The estimated total investment made by all advertisers in the magazine. This estimate is calculated gross of agency commissions and net of frequency or special discounts, and is consistent with PIB methodology for estimating gross ad sales.

Subscription sales: The estimated amount of money spent by subscribers for issues delivered during the one year period measured, paid directly to the magazine or to a subscription agency. For subscriptions of more than one year, only the copies delivered during the measured year were included in subscription sales figures. For subs sold at discounted rates, estimates were made to prorate lower-priced subs when calculating total sub sales.

Newsstand sales: An estimate of all dollars spent by consumers for magazines on the newsstand. This figure was obtained by multiplying the cover price of a magazine by its actual single-copy sale. Fluctuations in cover prices during the period were taken into account. The actual remit to the publisher was not considered here.

Number of ad pages: For this study, a full page of advertising was counted as one page regardless of the actual size of the page. Thus, a page in *TV Guide* and a page in a tabloid publication were each counted as one page. Classified and display pages were included in page estimates. Asterisks (*) appear above figures that are tabloid pages: multiply by two to translate into approximate number of 7 x 10 inch units.

Abbreviations

Most of the figures which appear on the tables are self-explanatory. Coded symbols are used for Magazine Type and Paid/Controlled Circulation.

Magazine Type is indicated by the following codes:

C = Consumer
B = Business
F = Farm
R = Religious

Paid/Controlled Circulation codes are slightly broader than the title heading might indicate:

P = Paid
C = Controlled
PC = Paid and controlled
N = Newspaper distributed
I = Inflight

Note: Occasionally the figure for the total circulation of a magazine does not equal the number of subs plus the number of newsstand copies. A magazine with such a discrepancy has either controlled or non-paid copies, and subscribers are counted only when paid.

How we analyzed each magazine

Calculations for all magazines are for the 12-month period ending June 30, 1979.

For *XYZ* magazine:

Newsstand sales:

Average sale/issue	350,000
Regular issues	x 9
	3,150,000
Cover price	x $1
Sales for 9 issues	$3,150,000
Average sale/issue	350,000
Special issues	x 3
	1,050,000
Special cover price	x $1.50
Sales for 3 issues	$1,575,000
Total newsstand sales	$4,725,000

Subscription sales:

50,000 subs at basic rate of $10/sub	$ 500,000
175,000 subs sold at less than basic rate, estimated at $5.75 average/sub	1,006,250
25,000 subs sold to associations at a rate of $5 per issue	125,000
Total sub sales	$1,631,250

Advertising sales:

Total display and classified ad pages	1,000
Average billing per page	x $4,500
Total ad sales	$4,500,000

We estimated the average billing per page by carefully examining the magazine's rate card, industry segment, and data provided by the publisher. This figure may or may not be below their one time open B&W rate.

Total estimated sales for XYZ magazine:

Newsstand sales	$ 4,725,000
Subscription sales	1,631,250
Advertising sales	4,500,000
	$10,856,250

(XYZ magazine did have other substantial income from list rentals, book sales, and an annual conference, but these were not considered in the Folio 400 calculations.)

Call us "Decisions" but label us "Marketing & Media"

Our new name, "Marketing & Media Decisions," is a mouthful, we know. Just call us "Decisions."

Of course we have an important reason for hanging an elongated name on our magazine. "Marketing/brand management" at the advertiser has always been our first circulation classification, and it's about time we made "Marketing" our first name, too.

Close on the heels of Marketing's 21.4% of our qualified circulation comes the agency's media department with 20.4%. We're the Media Department's Bible, and we're proud to be. They not only read us; they clip us, file us, route us, use us in their work.

Because advertising is one of the corporation's biggest dollar investments today, the advertiser is becoming more and more involved in the media buy. Media have to reach both agency and advertiser to make the sale.

Most advertising trade papers are read at the agency level. You need a book that the advertiser also needs and reads. At the advertiser...

...85.3% in marketing/brand management get M&MD *by personal written request.*

...So do 90.8% in advertising/sales promotion.

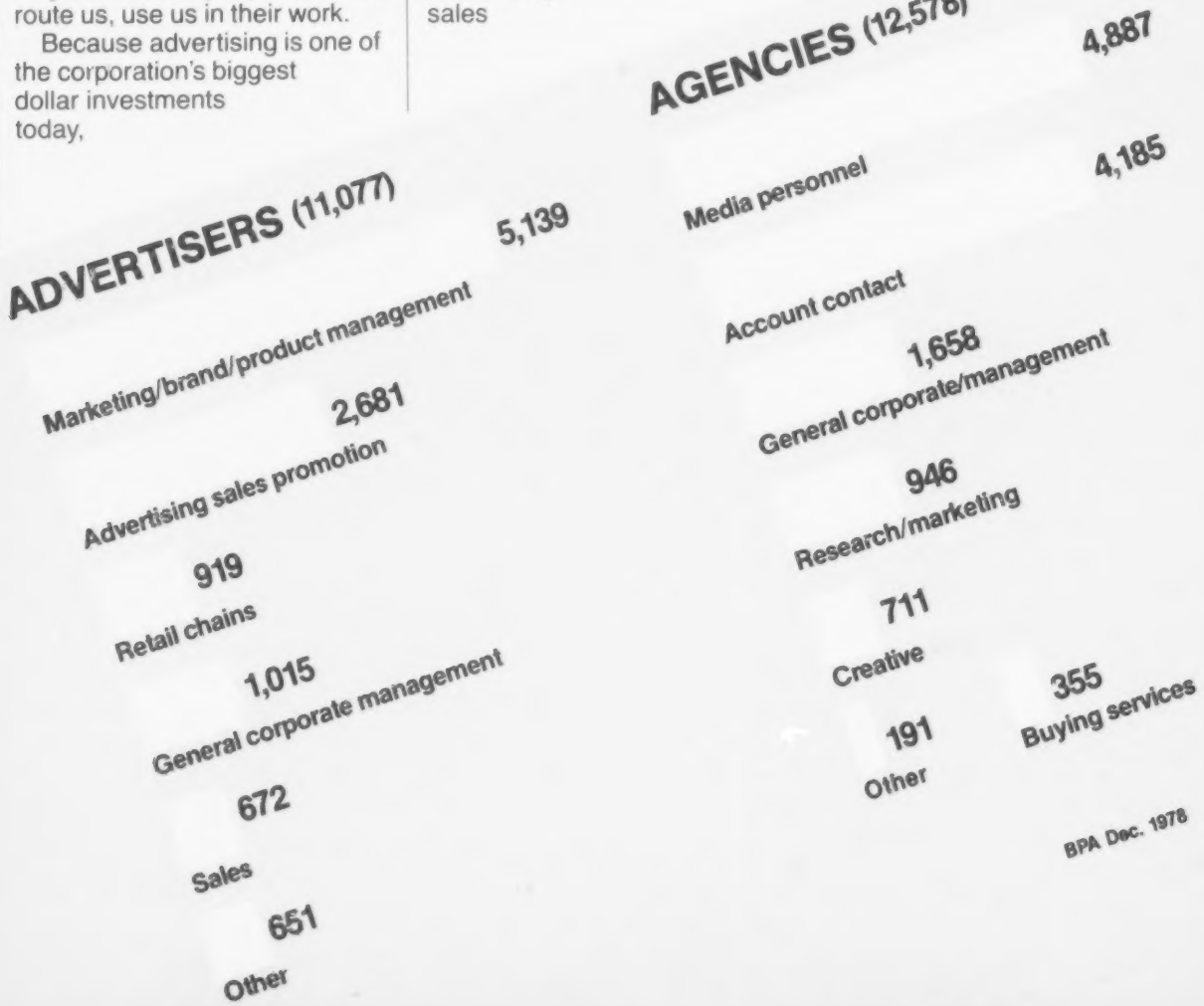
...So do 62.7% at the general/corporate management level.

...So do 91.9% of the advertising/sales promotion/merchandising executives at the major retailers.

Our circulation galley is open for your inspection. If you'd like to check us against your key accounts, phone Mike Membrado, vp, advertising director, at (212) 953-1888.

MARKETING & MEDIA **Decisions**

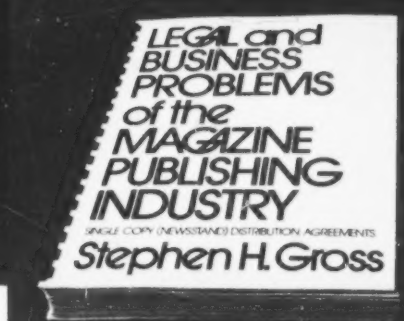
342 Madison Avenue
New York, NY 10017
(212) 953-1888



SINGLE COPY (NEWSSTAND) DISTRIBUTION AGREEMENTS

by STEPHEN H. GROSS

A comprehensive guide to the magazine distribution agreement as well as a textbook on the entire subject of newsstand distribution.


LEGAL and BUSINESS PROBLEMS of the MAGAZINE PUBLISHING INDUSTRY
SINGLE COPY (NEWSSTAND) DISTRIBUTION AGREEMENTS
Stephen H. Gross

Joseph J. Hanson Press Inc.

"The first clear, lucid and complete explanation of what has always been one of the most mysterious aspects of publishing. Must reading for any publisher or attorney who negotiates a newsstand contract."

STUART J. FREEDMAN
CORPORATE SECRETARY AND COUNSEL
CURTIS CIRCULATION COMPANY

"Single Copy (Newsstand) Distribution Agreements" gives you the information you need to negotiate an *equitable* contract with the distributor.

The author, noted attorney Stephen H. Gross, examines in detail *all* key provisions of the distribution agreement, including (but not limited to) distributor advance payments, brokerage fees, returns, late delivery, RDAs, shortages, overpayments, auditing of sales, lost or destroyed copies, shipping charges, etc.

You will learn how to increase the size of your cash advance . . . get your money 30 days earlier . . . borrow against future advances . . . even how to get your field auditor paid for by the distributor.

The information in this Monograph is certain to help you add significantly to your newsstand revenue. Price: $220.00.

For a free descriptive brochure, use coupon or write Joseph J. Hanson Press, Inc., 125 Elm Street, P. O. Box 697, New Canaan, CT 06840.

Joseph J. Hanson Press, Inc.
125 Elm Street, P. O. Box 697
New Canaan, Connecticut 06840

☐ Please send me a free descriptive brochure on the Monograph "Single Copy (Newsstand) Distribution Agreements" by Stephen H. Gross.

Mr. Miss
Ms. Mrs. _____

Title _____

Company
Magazine _____

Street _____

City _____ State _____ Zip _____

Some facts for publishers about

MARKETING BESTSELLERS

The Effective Route to Paperback Book and Magazine Retailers

FACT— Retailers are the key link in your marketing chain.

FACT— MARKETING BESTSELLERS reaches more magazine and paperback book retailers than any other publication in the field—nearly 40,000 of them . . . over *five* times as many as the nearest competitor!

And those two facts form the base of the most successful marketing plan you can develop!

The reading audience of MARKETING BESTSELLERS includes chain buyers for supermarkets, convenience stores, drugstores, and bookstores . . . independent retailers . . . college bookstores . . . the people who decide what goes on display and sells . . . the people who are the final step in successful marketing.

You know your competition. You know what it's like to fight for position for your titles. You know if you don't make it to the display shelves you don't make it at all.

And now you know that advertising in MARKETING BESTSELLERS is the best way to get where you want to go—out where people will *see* your titles and *buy* them.

One more fact . . . When you advertise in MARKETING BESTSELLERS you reach those vital retailers for less than 4¢ each! You can't beat that price!

MARKETING BESTSELLERS

CALL TODAY AND MAKE YOUR SPACE RESERVATION!

MAGAZINE ADVERTISING:

Jonathan Markson
New York, (212) 371-4100

John O'Connell
California, (213) 788-9900

PAPERBACK ADVERTISING:

Lillian Friedman
New York, (212) 371-4100

A profile of thirteen major magazine markets, compiled from data gathered for the Folio 400 study.

Behind the Folio 400

By Jay Walker
Research Director

In marketing terms, two important criteria are considered when measuring the success of a consumer product: profitability and market share.

The two are closely related. In some cases, market share is more important than profitability—for example, during a recession. In other cases, market share *is* profitability as in the case when a Nielsen rating point translates into millions of dollars.

In the past, three measures were used to calculate a magazine's share of market: circulation (as reported by Audit Bureau of Circulations), advertising revenues (as reported to the Publishers Information Bureau), and advertising pages (also from PIB).

Magazines tended to emphasize those measures which showed them up best. For example, *Newsweek* was "first" in ad pages, while *Time* was "first" in ad dollars and *TV Guide* was "first" in circulation. Meanwhile, magazines that were neither audited nor PIB measured were invariably ignored. The result was that claims based on these three measures were either incomplete or misleading.

To accurately evaluate how well a magazine is doing in the industry as a whole (or even versus its direct competitors), it is necessary to take into account all three major magazine revenue streams: subscription sales, newsstand sales, and advertising sales. Only by combining these revenue streams can any sort of meaningful market share analysis be made.

Until now, there were no available data on two of these three revenue streams (although newsstand revenues for audited magazines could be calculated). Subscription revenues—now the dominant growth sector in magazine revenues—had never been analyzed publicly. Similarly, such non-audited magazines as *Consumer Reports* and non-PIB magazines such as the in-flight magazines also had no publicly available data. The figures that appeared in the Folio 400, however, have now made a meaningful and thorough market share study possible.

The first step in our study was to define the markets within the total magazine industry. After careful consideration, we chose to separate markets on the basis of editorial content (*e.g.*, sports, fashion, news, etc.).

A magazine was assigned to a market based on its primary classification in Standard Rate and Data Service. While magazines in each SRDS classification do not necessarily compete head to head (*Ski* vs. *Golf*, for example), the SRDS classification system does provide logical broad groups of magazines. (As a point of comparison, in the auto industry you can measure sales of Mercedes versus sales of Volkswagen—both part of the German car market—even though they do not compete directly against one another.)

In some cases, the markets can be redefined into competitive submarkets so that magazines that compete head to head within each SRDS class (*Ski* vs. *Skiing*, for example) can be compared.

Within each market, then, we analyzed market share on the basis of six different measures: gross sales, ad dollars, ad pages, circulation, circulation dollars, and newsstand sales.

Within a given market, a magazine can be a leader using one measure and place only third or fourth using another measure. However, the top magazine in a market in an overall sense is the magazine with the highest overall market share as measured by gross sales, even if it does not carry more advertising dollars or have more circulation revenue than its competitors.

In an age when products fail because of poor market share but not necessarily because of poor profitability, this analysis of the magazine industry is an important tool for measuring a magazine's position and success.

Summary of Market Segments

Name of Segment	Total sales ($000)	Market share of 400 (%)	Ad sales ($000)	Market share of 400 (%)	Sub sales ($000)	Market share of 400 (%)	News sales ($000)	Market share of 400 (%)	Ad pages	Market share of 400 (%)	Circ.	Market share of 400 (%)
News	1,072,202	14.7	639,471	16.2	287,669	16.6	145,062	9.2	17,106	3.6	15,828,793	4.5
Women's	1,014,702	13.9	537,671	13.6	189,885	10.9	287,146	18.1	19,498	4.1	54,085,436	15.5
General Editorial	865,928	11.9	293,731	7.4	342,660	19.7	229,537	14.5	18,228	3.9	45,200,749	12.9
Men's	490,413	6.7	110,911	2.8	52,260	3.0	327,242	20.7	5,543	1.2	16,775,795	1.2
Newspaper	362,889	5.0	362,889	9.2	—	—	—	—	36,789	7.9	50,157,579	14.3
Home Service	354,261	4.9	212,511	5.4	112,741	6.5	29,009	1.8	12,902	2.7	17,787,891	5.1
Business & Finance	335,350	4.6	246,403	6.2	88,947	2.7	—	—	17,291	3.7	5,389,284	1.5
Fashion	142,495	2.0	79,269	2.0	17,898	1.0	45,328	2.9	7,324	1.6	4,605,409	1.3
Fishing & Hunting	110,931	1.5	51,942	1.3	47,157	2.7	11,832	0.7	5,530	1.2	6,502,435	1.9
Sports	101,279	1.4	61,680	1.6	28,221	1.6	11,378	0.7	7,034	1.5	5,315,858	1.5
Automotive	95,532	1.3	49,689	1.3	19,727	1.1	26,116	1.6	7,085	1.5	4,218,159	1.2
Farm	82,907	1.1	66,115	1.7	16,802	0.5	—	—	6,239	1.3	3,782,829	1.1
Airline Inflight	32,032	0.4	32,032	0.8	—	—	—	—	5,157	1.1	1,472,772	0.4
Total	5,060,921	69.4	2,744,314	69.5	1,203,967	66.3	1,112,650	70.2	165,726	35.3	231,122,989	62.4

The 13 markets profiled in this study account for 69.4 percent of the total gross revenues reported in the Folio 400. Some major magazines—*TV Guide*, for example—are not in any of the market categories covered here.

Folio 400: Market share analysis

Gross Sales: Women's Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Family Circle	154,507	15.2
2	Woman's Day	142,562	14.0
3	Good Housekeeping	135,923	13.4
4	McCall's Magazine	122,837	12.1
5	Ladies' Home Journal	105,907	10.4
6	Cosmopolitan	95,398	9.4
7	Redbook Magazine	88,028	8.7
8	Seventeen	33,767	3.3
9	Playgirl	19,418	1.9
10	True Story	18,081	1.8
11	Parents Mag. & Better Living	16,621	1.6
12	'Teen	12,413	1.2
13	Essence Magazine	11,325	1.1
14	New Woman	9,344	0.9
15	Weight Watchers Magazine	7,599	0.7
16	Ms.	7,249	0.7
17	"W"	6,770	0.7
18	Soap Opera Digest	6,625	0.7
19	Workbasket	6,230	0.6
20	Co-ed	6,084	0.6
21	Self	5,291	0.5
22	Working Woman	2,993	0.3
	Total:	1,014,702	

Ad Sales: Women's Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Woman's Day	88,987	16.6
2	Family Circle	88,084	16.4
3	Good Housekeeping	81,423	15.1
4	McCall's Magazine	67,903	12.6
5	Ladies' Home Journal	53,753	10.0
6	Redbook Magazine	46,475	8.6
7	Cosmopolitan	45,863	8.5
8	Seventeen	17,736	3.3
9	Parents Mag. & Better Living	8,949	1.7
10	Essence Magazine	6,253	1.2
11	True Story	5,957	1.1
12	'Teen	4,534	0.8
13	"W"	4,300	0.8
14	Ms.	3,674	0.7
15	Playgirl	3,283	0.6
16	Co-ed	3,033	0.6
17	New Woman	2,135	0.4
18	Weight Watchers Magazine	1,480	0.3
19	Workbasket	1,460	0.3
20	Self	1,131	0.2
21	Working Woman	938	0.2
22	Soap Opera Digest	320	0.1
	Total:	537,671	

Subscription Sales: Women's Segment

Rank	Magazine title	Subs Sales ($000)	Market Share (%)
1	McCall's Magazine	43,560	22.9
2	Ladies' Home Journal	37,566	19.8
3	Good Housekeeping	28,524	15.0
4	Redbook Magazine	26,627	14.0
5	Parents Mag. & Better Living	7,536	4.0
6	True Story	7,429	3.9
7	Seventeen	5,765	3.0
8	Workbasket	4,548	2.4
9	Weight Watchers Magazine	3,710	2.0
10	'Teen	3,570	1.9
11	Essence Magazine	3,079	1.6
12	Ms.	2,634	1.4
13	Playgirl	2,417	1.3
14	Co-ed	2,392	1.3
15	Cosmopolitan	2,364	1.2
16	W	2,132	1.1
17	Soap Opera Digest	1,587	0.8
18	New Woman	1,561	0.8
19	Self	1,523	0.8
20	Working Woman	1,361	0.7
21	Family Circle	-0-	0
22	Woman's Day	-0-	0
	Total:	189,885	

Ad Pages: Women's Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Cosmopolitan	2,362	12.1
2	Good Housekeeping	2,117	10.9
3	Family Circle	1,737	8.9
4	Woman's Day	1,633	8.4
5	Redbook Magazine	1,474	7.6
6	McCall's Magazine	1,440	7.4
7	Ladies' Home Journal	1,394	7.1
8	Seventeen	1,329	6.8
9	Essence Magazine	841	4.3
10	"W"	670	3.4
11	True Story	615	3.2
12	Parents Mag. & Better Living	605	3.1
13	'Teen	545	2.8
14	Ms.	505	2.6
15	Playgirl	469	2.4
16	Working Woman	373	1.9
17	Co-ed	318	1.6
18	Workbasket	295	1.5
19	New Woman	244	1.3
20	Self	234	1.2
21	Weight Watchers Magazine	201	1.0
22	Soap Opera Digest	97	0.5
	Total:	19,498	

Total Circulation: Women's Segment

Rank	Magazine title	Total Circ.	Market Share (%)
1	Family Circle	7,948,017	14.7
2	Woman's Day	7,809,827	14.4
3	McCall's Magazine	6,519,804	12.1
4	Ladies' Home Journal	5,832,279	10.8
5	Good Housekeeping	5,270,124	9.7
6	Redbook Magazine	4,457,061	8.2
7	Cosmopolitan	2,733,496	5.1
8	Workbasket	1,778,529	3.3
9	True Story	1,638,409	3.0
10	Parents Mag. & Better Living	1,479,519	2.7
11	Seventeen	1,411,539	2.6
12	New Woman	1,045,955	1.9
13	'Teen	974,069	1.8
14	Weight Watchers Magazine	822,322	1.5
15	Co-ed	820,786	1.5
16	Playgirl	787,747	1.5
17	Self	675,000	1.2
18	Soap Opera Digest	607,617	1.1
19	Essence Magazine	603,837	1.1
20	Ms.	506,067	1.1
21	Working Woman	220,679	0.4
22	"W"	142,753	0.3
	Total:	54,085,436	

Newsstand Sales: Women's Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	Family Circle	66,423	23.1
2	Woman's Day	53,575	18.7
3	Cosmopolitan	47,171	16.4
4	Good Housekeeping	25,976	9.0
5	Redbook Magazine	14,926	5.2
6	Ladies' Home Journal	14,588	5.1
7	Playgirl	13,718	4.8
8	McCall's Magazine	11,374	4.0
9	Seventeen	10,266	3.6
10	New Woman	5,648	2.0
11	Soap Opera Digest	4,718	1.6
12	True Story	4,695	1.6
13	'Teen	4,039	1.4
14	Self	2,637	0.9
15	Weight Watchers Magazine	2,409	0.8
16	Essence Magazine	1,993	0.7
17	Ms.	941	0.3
18	Working Woman	694	0.2
19	Co-ed	659	0.2
20	"W"	338	0.1
21	Workbasket	222	0.1
22	Parents Mag. & Better Living	136	0.1
	Total:	287,146	

Folio 400: Market share analysis

Gross Sales: General Editorial Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Reader's Digest	239,605	27.7
2	National Enquirer	116,225	13.4
3	National Geographic Mag	115,653	13.4
4	The Star	69,717	8.1
5	The New Yorker	49,998	5.8
6	Midnight Globe	39,033	4.5
7	Smithsonian	31,193	3.6
8	Life	27,890	3.2
9	Ebony	27,758	3.2
10	Psychology Today	24,523	2.8
11	Grit	12,734	1.5
12	Book Digest	11,735	1.4
13	Saturday Evening Post	10,858	1.3
14	Saturday Review	10,858	1.3
15	Changing Times/Kiplinger	10,382	1.2
16	Yankee	10,314	1.2
17	Mother Earth News	9,706	1.1
18	Family Health	9,678	1.1
19	National Wildlife	7,820	0.9
20	Natural History	7,207	0.8
21	Arizona Highways	7,050	0.8
22	Quest/79	6,010	0.7
23	Atlantic	5,997	0.7
24	Moneysworth	5,687	0.7
25	Harper's Magazine	5,173	0.6
26	Nuestro	2,803	0.3
	Total:	865,928	

Ad Sales: General Editorial Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Reader's Digest	101,467	34.5
2	The New Yorker	38,513	13.1
3	National Geographic Mag.	30,305	10.3
4	National Enquirer	20,150	6.9
5	Ebony	17,215	5.9
6	Psychology Today	14,562	5.0
7	Smithsonian	14,275	4.9
8	The Star	8,860	3.0
9	Life	7,688	2.6
10	Midnight Globe	6,754	2.3
11	Book Digest	5,280	1.8
12	Grit	4,373	1.5
13	Yankee	3,882	1.3
14	Saturday Evening Post	3,662	1.2
15	Saturday Review	3,662	1.2
16	Natural History	2,538	0.9
17	Mother Earth News	2,343	0.8
18	Moneysworth	2,131	0.7
19	Atlantic	2,100	0.7
20	Harper's Magazine	2,088	0.7
21	Family Health	1,862	.6
22	Quest/79	1,211	0.4
23	Nuestro	672	0.2
24	Arizona Highways	-0-	0
25	Changing Times/Kiplinger	-0-	0
26	National Wildlife	-0-	0
	Total:	293,731	

Subscription Sales: General Editorial Segment

Rank	Magazine title	Sub Sales ($000)	Market Share (%)
1	Reader's Digest	122,997	35.9
2	National Geographic Mag.	85,283	24.9
3	Smithsonian	16,895	4.9
4	Changing Times/Kiplinger	9,960	2.9
5	The New Yorker	9,316	2.7
6	Life	9,065	2.6
7	National Wildlife	7,820	2.3
8	Family Health	7,748	2.3
9	Ebony	7,621	2.2
10	Saturday Evening Post	6,958	2.0
11	Saturday Review	6,958	2.0
12	Psychology Today	6,957	2.0
13	Book Digest	6,090	1.8
14	Mother Earth News	5,952	1.7
15	Yankee	5,360	1.6
16	Arizona Highways	5,250	1.5
17	National Enquirer	4,821	1.4
18	Quest/79	4,508	1.3
19	Natural History	4,507	1.3
20	Grit	4,126	1.2
21	Moneysworth	3,555	1.0
22	Atlantic	3,337	1.0
23	Harper's Magazine	2,575	0.8
24	Nuestro	1,390	0.4
25	Midnight Globe	699	0.2
26	The Star	660	0.2
	Total:	342,660	

Ad Pages: General Editorial Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	The New Yorker	4,104	22.5
2	Reader's Digest	1,462	8.0
3	National Enquirer	1,404	7.7
4	Yankee	1,268	7.0
5	Midnight Globe	1,008	5.5
6	Ebony	949	5.2
7	The Star	936	5.1
8	Smithsonian	865	4.7
9	Psychology Today	823	4.5
10	Saturday Evening Post	574	3.1
11	Saturday Review	574	3.1
12	Natural History	509	2.8
13	Grit	504	2.8
14	Book Digest	460	2.5
15	Life	447	2.5
16	Atlantic	431	2.4
17	Harper's Magazine	402	2.2
18	National Geographic Mag.	401	2.2
19	Moneysworth	296	1.6
20	Family Health	294	1.6
21	Mother Earth News	284	1.6
22	Nuestro	280	1.5
23	Quest/79	247	1.4
24	Arizona Highways	-0-	0
25	Changing Times/Kiplinger	-0-	0
26	National Wildlife	-0-	0
	Total:	18,228	

Total Circulation: General Editorial Segment

Rank	Magazine title	Total Circ	Market Share (%)
1	Reader's Digest	18,036,216	39.9
2	National Geographic Mag	10,037,676	22.2
3	National Enquirer	5,186,800	11.5
4	The Star	3,199,044	7.1
5	Smithsonian	1,761,267	3.9
6	Midnight Globe	1,690,442	3.7
7	Changing Times/Kiplinger	1,421,893	3.1
8	Life	1,328,598	2.9
9	Ebony	1,256,411	2.8
10	Psychology Today	1,176,920	2.6
11	Moneysworth	1,049,827	2.3
12	Grit	1,005,418	2.2
13	Book Digest	997,268	2.2
14	National Wildlife	920,000	2.0
15	Family Health	868,298	4.9
16	Yankee	780,420	1.7
17	Arizona Highways	625,000	1.4
18	Mother Earth News	613,596	1.4
19	Saturday Evening Post	595,025	1.3
20	Saturday Review	529,139	1.2
21	The New Yorker	498,382	1.1
22	Natural History	461,557	1.0
23	Atlantic	334,496	0.7
24	Quest/79	305,339	0.7
25	Harper's Magazine	301,287	0.7
26	Nuestro	188,614	0.4
	Total:	45,200,749	

Newsstand Sales: General Editorial Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	National Enquirer	91,254	39.8
2	The Star	60,197	26.2
3	Midnight Globe	31,580	13.8
4	Reader's Digest	15,141	6.6
5	Life	11,137	4.9
6	Grit	4,235	1.8
7	Psychology Today	3,004	1.3
8	Ebony	2,922	1.3
9	The New Yorker	2,169	0.9
10	Arizona Highways	1,800	0.8
11	Mother Earth News	1,411	0.6
12	Yankee	1,072	0.5
13	Nuestro	741	0.3
14	Atlantic	560	0.2
15	Harper's Magazine	510	0.2
16	Changing Times/Kiplinger	422	0.2
17	Book Digest	365	0.2
18	Quest/79	291	0.1
19	Saturday Evening Post	238	0.1
20	Saturday Review	238	0.1
21	Natural History	162	0.1
22	Family Health	68	0
23	National Geographic Mag.	65	0
24	Smithsonian	23	0
25	Moneysworth	-0-	0
26	National Wildlife	-0-	0
	Total:	229,537	

Folio 400: Market share analysis

Gross Sales: News Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Time	348,868	32.5
2	Newsweek	236,479	22.1
3	People Weekly	169,833	15.8
4	Sports Illustrated	168,728	15.7
5	U.S. News & World Report	95,011	8.9
6	Jet	21,909	2.0
7	Us	20,310	1.9
8	Sporting News	11,064	1.0
	Total:	1,072,202	

Ad Pages: News Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	People Weekly	3,440	20.1
2	Newsweek	3,397	19.9
3	Time	3,225	18.9
4	Sports Illustrated	2,812	16.4
5	U.S. News & World Report	1,995	11.7
6	Jet	924	5.4
7	Us	671	3.9
8	Sporting News	642	3.8
	Total:	17,106	

Ad Sales: News Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Time	212,129	33.2
2	Newsweek	159,656	25.0
3	Sports Illustrated	115,160	18.0
4	People Weekly	78,966	12.3
5	U.S. News & World Report	62,286	9.7
6	Us	5,475	0.8
7	Jet	3,916	0.6
8	Sporting News	2,583	0.4
	Total:	639,471	

Total Circulation: News Segment

Rank	Magazine title	Total Circ.	Market Share (%)
1	Time	4,293,387	27.1
2	Newsweek	2,929,866	18.5
3	People Weekly	2,394,660	15.1
4	Sports Illustrated	2,280,047	14.4
5	U.S. News & World Report	2,052,250	13.0
6	Us	824,375	5.2
7	Jet	691,559	4.4
8	Sporting News	362,627	2.3
	Total:	15,828,793	

Subscription Sales: News Segment

Rank	Magazine title	Sub Sales ($000)	Market Share (%)
1	Time	121,557	42.3
2	Newsweek	62,667	21.8
3	Sports Illustrated	47,447	16.5
4	U.S. News & World Report	29,253	10.2
5	People Weekly	11,946	4.2
6	Jet	7,818	2.7
7	Sporting News	4,484	1.6
8	Us	2,497	0.9
	Total:	287,669	

Newsstand Sales: News Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	People Weekly	79,521	54.8
2	Time	15,182	10.5
3	Newsweek	14,156	9.8
4	Us	12,438	8.6
5	Jet	10,175	7.0
6	Sports Illustrated	6,121	4.2
7	Sporting News	3,997	2.8
8	U.S. News & World Report	3,472	2.4
	Total:	145,062	

Folio 400: Market share analysis

Gross Sales: Men's Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Playboy	176,143	35.9
2	Penthouse	137,698	28.1
3	Hustler	49,833	10.2
4	Oui	22,484	4.6
5	Esquire/Fortnightly	21,800	4.4
6	Gallery	18,190	3.7
7	Club	15,814	3.2
8	National Lampoon	11,788	2.4
9	Genesis	11,679	2.4
10	Gentlemen's Quarterly	11,360	2.3
11	Chic	8,650	1.8
12	Players	4,919	1.0
	Total:	490,415	

Ad Pages: Men's Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Playboy	1,431	25.8
2	Gentlemen's Quarterly	954	17.2
3	Esquire/Fortnightly	864	15.6
4	Penthouse	849	15.3
5	National Lampoon	346	6.2
6	Oui	255	4.6
7	Genesis	240	4.3
8	Hustler	205	3.7
9	Club	133	2.4
10	Gallery	121	2.2
11	Players	93	1.7
12	Chic	52	0.9
	Total:	5,543	

Ad Sales: Men's Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Playboy	60,394	54.5
2	Penthouse	25,638	23.1
3	Esquire/Fortnightly	11,781	10.6
4	Gentlemen's Quarterly	4,524	4.1
5	National Lampoon	2,551	2.3
6	Oui	2,481	2.2
7	Hustler	1,922	1.7
8	Genesis	612	0.6
9	Club	400	0.4
10	Gallery	385	0.3
11	Players	130	0.1
12	Chic	94	0.1
	Total:	110,911	

Total Circulation: Men's Segment

Rank	Magazine title	Total Circ	Market Share (%)
1	Playboy	5,995,605	35.7
2	Penthouse	4,632,141	27.6
3	Hustler	1,546,118	9.2
4	Oui	888,177	5.3
5	Gallery	666,250	4.0
6	Esquire/Fortnightly	660,154	3.9
7	National Lampoon	592,041	3.5
8	Club	543,174	3.2
9	Genesis	426,732	2.5
10	Gentlemen's Quarterly	362,349	2.2
11	Chic	263,152	1.6
12	Players	200,002	1.2
	Total:	16,775,795	

Subscription Sales: Men's Segment

Rank	Magazine title	Sub Sales ($000)	Market Share (%)
1	Playboy	34,596	66.2
2	Esquire/Fortnightly	7,776	14.9
3	Penthouse	4,287	8.2
4	Gentlemen's Quarterly	2,669	5.1
5	Oui	1,163	2.2
6	Hustler	649	1.2
7	National Lampoon	543	1.0
8	Club	155	0.3
9	Gallery	143	0.1
10	Players	130	0.1
11	Chic	102	0.1
12	Genesis	46	0.1
	Total:	52,269	

Newsstand Sales: Men's Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	Penthouse	107,773	32.9
2	Playboy	81,156	24.8
3	Hustler	47,267	14.4
4	Oui	18,638	5.8
5	Gallery	17,662	5.4
6	Club	15,289	4.7
7	Genesis	11,019	3.4
8	National Lampoon	8,694	2.7
9	Chic	8,454	2.6
10	Players	4,659	1.4
11	Gentlemen's Quarterly	4,197	1.3
12	Esquire/Fortnightly	2,264	0.7
	Total:	327,242	

Newspaper magazines

Folio 400: Market share analysis

Gross Sales: Sunday Newspaper Magazine Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Parade	129,421	35.8
2	Family Weekly	75,870	20.9
3	New York Times	30,127	8.3
4	New York News	20,540	5.7
5	L.A. Times Home	13,894	3.7
6	Chicago Tribune	10,980	3.0
7	Detroit News Sunday	9,434	2.6
8	Philadelphia Inquirer Today	6,817	1.9
9	Miami Herald Tropic Roto	5,452	1.5
10	Washington Post	5,218	1.4
11	San Francisco Examiner	5,116	1.4
12	Boston Globe Sunday	4,942	1.4
13	Atlanta Journal/Constitution	4,832	1.3
14	Denver Post	4,824	1.3
15	Milwaukee Journal	4,569	1.3
16	Long Island Newsday	4,370	1.2
17	Minneapolis Tribune	4,174	1.2
18	Houston Chronicle	3,559	1.0
19	Detroit Free Press	3,288	0.9
20	Pittsburgh Press	3,248	0.9
21	Cleveland Plain Dealer	3,216	0.9
22	Columbus Dispatch	3,029	0.8
23	Kansas City Star	3,027	0.8
24	Phoenix Arizona Republic	3,023	0.8
	Total:	362,889	

Home service

Folio 400: Market share analysis

Gross Sales: Home Service Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Better Homes and Gardens	143,951	40.6
2	Southern Living	43,680	12.3
3	Sunset	36,689	10.4
4	House & Garden	33,678	9.5
5	House Beautiful	23,892	6.8
6	Architectural Digest	20,740	5.9
7	Apartment Life	12,336	3.5
8	Family Health	9,678	2.7
9	1,001 Decorating Ideas	8,817	2.5
10	The Family Handyman	7,164	2.0
11	Early American Life	4,061	1.1
12	Houston Home/Garden	3,508	1.0
13	Blair & Ketchum's Country J.	3,226	0.9
14	Capper's Weekly	2,841	0.8
	Total:	354,261	

Ad Sales: Home Service Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Better Homes and Gardens	90,401	42.5
2	Southern Living	28,931	13.6
3	Sunset	25,782	12.1
4	House & Garden	22,877	10.8
5	House Beautiful	15,846	7.5
6	Architectural Digest	9,075	4.3
7	Apartment Life	7,257	3.4
8	1,001 Decorating Ideas	2,748	1.3
9	Houston Home/Garden	2,477	1.2
10	The Family Handyman	2,100	1.0
11	Family Health	1,862	0.9
12	Blair & Ketchum's Country J.	1,304	0.6
13	Early American Life	1,221	0.6
14	Capper's Weekly	630	0.3
	Total:	212,511	

Subscription Sales: Home Service Segment

Rank	Magazine title	Sub Sales ($000)	Market Share (%)
1	Better Homes and Gardens	44,350	39.3
2	Southern Living	13,012	11.5
3	Sunset	9,392	8.3
4	Architectural Digest	8,974	8.0
5	Family Health	7,748	6.9
6	House & Garden	5,307	4.7
7	The Family Handyman	4,599	4.1
8	House Beautiful	4,370	3.9
9	1,001 Decorating Ideas	4,320	3.8
10	Apartment Life	3,462	3.1
11	Early American Life	2,701	2.4
12	Capper's Weekly	2,211	2.0
13	Blair & Ketchum's Country J.	1,646	1.5
14	Houston Home/Garden	649	0.6
	Total:	112,741	

Total Circulation: Home Service Segment

Rank	Magazine title	Total Circ.	Market Share (%)
1	Better Homes and Gardens	8,023,592	45.1
2	Southern Living	1,685,964	9.5
3	Sunset	1,378,132	7.7
4	House & Garden	1,054,236	5.9
5	The Family Handyman	900,397	5.1
6	Family Health	868,298	4.9
7	House Beautiful	849,070	4.8
8	Apartment Life	828,719	4.7
9	1,001 Decorating Ideas	782,977	4.4
10	Architectural Digest	429,304	2.4
11	Capper's Weekly	422,096	2.4
12	Early American Life	322,621	1.8
13	Blair & Ketchum's Country J.	176,387	1.0
14	Houston Home/Garden	66,098	0.4
	Total:	17,787,891	

Ad Pages: Home Service Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Sunset	1,744	13.5
2	Better Homes and Gardens	1,707	13.2
3	Southern Living	1,594	12.4
4	House & Garden	1,394	10.8
5	Houston Home/Garden	1,304	10.1
6	House Beautiful	1,193	9.2
7	Architectural Digest	1,104	8.6
8	Apartment Life	610	4.7
9	Blair & Ketchum's Country J.	574	4.4
10	The Family Handyman	493	3.8
11	Early American Life	329	2.5
12	Family Health	294	2.3
13	1,001 Decorating Ideas	282	2.2
14	Capper's Weekly	280	2.2
	Total:	12,902	

Newsstand Sales: Home Service Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	Better Homes and Gardens	9,200	31.7
2	House & Garden	5,494	18.9
3	House Beautiful	3,676	12.7
4	Architectural Digest	2,691	9.3
5	1,001 Decorating Ideas	1,749	6.0
6	Southern Living	1,737	6.0
7	Apartment Life	1,617	5.6
8	Sunset	1,515	5.2
9	The Family Handyman	465	1.6
10	Houston Home/Garden	382	1.3
11	Blair & Ketchum's Country J.	276	1.0
12	Early American Life	139	0.5
13	Family Health	68	0.2
14	Capper's Weekly	0	0
	Total:	29,009	

Folio 400: Market share analysis

Gross Sales: Business & Finance Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Business Week	129,300	38.6
2	Fortune	57,020	17.0
3	Forbes	46,803	14.0
4	Nation's Business	26,294	7.8
5	Money	21,966	6.6
6	Barron's	18,147	5.4
7	Industry Week	12,512	3.7
8	Dun's Review	6,654	2.0
9	Harvard Business Review	6,225	1.9
10	Black Enterprise	5,985	1.8
11	Financial World	4,444	1.3
	Total:	335,350	

Total Ad Pages: Business & Finance Segment

Rank	Magazine title	Total Ad Pages	Market Share (%)
1	Business Week	5,003	28.9
2	Forbes	2,411	13.9
3	Fortune	2,153	12.5
4	Barron's	1,810	10.5
5	Industry Week	1,703	9.8
6	Dun's Review	962	5.6
7	Money	849	4.9
8	Financial World	847	4.9
9	Nation's Business	571	3.3
10	Black Enterprise	545	3.2
11	Harvard Business Review	437	2.5
	Total:	17,291	

Ad Sales: Business & Finance Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Business Week	109,793	44.6
2	Fortune	44,203	17.9
3	Forbes	33,878	13.7
4	Industry Week	12,512	5.1
5	Money	10,960	4.4
6	Barron's	10,789	4.4
7	Nation's Business	8,888	3.6
8	Dun's Review	6,331	2.6
9	Black Enterprise	4,260	1.7
10	Financial World	2,753	1.1
11	Harvard Business Review	2,036	0.8
	Total:	246,403	

Total Circulation: Business & Finance Segment

Rank	Magazine title	Total Circ	Market Share (%)
1	Nation's Business	1,212,360	22.5
2	Money	809,903	15.0
3	Business Week	793,524	14.7
4	Forbes	671,855	12.5
5	Fortune	669,040	12.4
6	Industry Week	256,294	4.8
7	Dun's Review	253,737	4.7
8	Black Enterprise	230,000	4.3
9	Barron's	226,010	4.2
10	Harvard Business Review	199,730	3.7
11	Financial World	66,831	1.2
	Total:	5,389,284	

Combined Circulation Revenues: Business & Finance Segment

Rank	Magazine title	Revenues ($000)	Market Share (%)
1	Business Week	19,507	21.9
2	Nation's Business	17,406	19.6
3	Forbes	12,925	14.5
4	Fortune	12,817	14.4
5	Money	11,006	12.4
6	Barron's	7,358	8.3
7	Harvard Business Review	4,189	4.7
8	Black Enterprise	1,725	1.9
9	Financial World	1,691	1.9
10	Dun's Review	323	0.4
11	Industry Week	0	0
	Total:	88,947	

Folio 400: Market share analysis

Gross Sales: Fashion Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Glamour	55,959	39.3
2	Vogue	39,918	28.0
3	Mademoiselle	26,221	18.4
4	Harper's Bazaar	15,556	10.9
5	L'Officiel	4,841	3.4
	Total:	142,495	

Ad Pages: Fashion Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Vogue	2,270	31.0
2	Glamour	2,031	27.7
3	Mademoiselle	1,461	19.9
4	Harper's Bazaar	882	12.0
5	L'Officiel	680	9.3
	Total:	7,324	

Ad Sales: Fashion Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Glamour	31,936	40.3
2	Vogue	23,938	30.2
3	Mademoiselle	13,219	16.7
4	Harper's Bazaar	7,621	9.6
5	L'Officiel	2,555	3.2
	Total:	79,269	

Total Circulation: Fashion Segment

Rank	Magazine title	Total Circ.	Market Share (%)
1	Glamour	1,889,711	41.0
2	Vogue	988,799	21.5
3	Mademoiselle	974,046	21.2
4	Harper's Bazaar	607,302	13.2
5	L'Officiel	145,551	3.2
	Total:	4,605,409	

Subscription Sales: Fashion Segment

Rank	Magazine title	Sub Sales ($000)	Market Share (%)
1	Vogue	5,983	33.4
2	Glamour	5,654	31.6
3	Harper's Bazaar	2,752	15.4
4	Mademoiselle	2,212	12.4
5	L'Officiel	1,297	7.2
	Total:	17,898	

Newsstand Sales: Fashion Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	Glamour	18,369	40.5
2	Mademoiselle	10,790	23.8
3	Vogue	9,997	22.1
4	Harper's Bazaar	5,183	11.4
5	L'Officiel	989	2.2
	Total:	45,328	

Folio 400: Market share analysis

Gross Sales: Sports Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Golf Digest	22,258	22.0
2	Golf	16,689	16.5
3	Sport	13,335	13.2
4	Skiing	9,780	9.7
5	Runner's World	9,407	9.3
6	Tennis Magazine	9,170	9.1
7	Ski	7,913	7.8
8	World Tennis	5,840	5.8
9	Skin Diver	4,091	4.0
10	Skateboarder	2,796	2.8
	Total:	101,279	

Ad Pages: Sports Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Golf Digest	975	13.9
2	Skateboarder	820	11.7
3	Tennis Magazine	781	11.1
4	Golf	775	11.0
5	Skiing	746	10.6
6	Skin Diver	694	9.9
7	Runner's World	630	9.0
8	Ski	615	8.7
9	Sport	501	7.1
10	World Tennis	497	7.1
	Total:	7,034	

Ad Sales: Sports Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Golf Digest	14,809	24.0
2	Golf	12,164	19.7
3	Skiing	6,457	10.5
4	Sport	6,450	10.5
5	Tennis Magazine	6,268	10.2
6	Ski	5,830	9.5
7	Runner's World	4,040	6.5
8	World Tennis	3,059	5.0
9	Skateboarder	1,500	2.4
10	Skin Diver	1,103	1.8
	Total:	61,680	

Total Circulation: Sports Segment

Rank	Magazine title	Total Circ	Market Share (%)
1	Sport	1,244,716	23.4
2	Golf Digest	956,820	18.0
3	Golf	709,489	13.3
4	Runner's World	489,680	9.2
5	Skiing	473,959	8.9
6	Tennis Magazine	435,302	8.2
7	Ski	415,611	7.8
8	World Tennis	340,708	6.4
9	Skateboarder	82,000	1.5
10	Skin Diver	2,310	0.2
	Total:	5,315,858	

Subscription Sales: Sports Segment

Rank	Magazine title	Subs Sales ($000)	Market Share (%)
1	Golf Digest	6,263	22.2
2	Sport	5,025	17.8
3	Golf	3,570	12.7
4	Runner's World	2,757	9.8
5	World Tennis	2,370	8.4
6	Skin Diver	2,310	8.2
7	Tennis Magazine	2,289	8.1
8	Skiing	1,923	6.8
9	Ski	1,354	4.8
10	Skateboarder	360	1.3
	Total:	28,221	

Newsstand Sales: Sports Segment

Rank	Magazine title	News-stand ($000)	Market Share (%)
1	Runner's World	2,610	22.9
2	Sport	1,860	16.3
3	Skiing	1,400	12.3
4	Golf Digest	1,186	10.4
5	Golf	955	8.4
6	Skateboarder	936	8.2
7	Ski	729	6.4
8	Skin Diver	678	6.0
9	Tennis Magazine	613	5.4
10	World Tennis	411	3.6
	Total:	11,378	

Folio 400: Market share analysis

Gross Sales: Automotive Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Car and Driver	18,019	18.9
2	Hot Rod Magazine	16,919	17.7
3	Motor Trend	15,920	16.7
4	Road & Track	15,900	16.6
5	Car Craft	8,311	8.7
6	Popular Hot Rodding Mag.	6,039	6.3
7	Pick Up, Van & 4 WD	5,136	5.4
8	Four Wheeler	3,409	3.6
9	Off-Road	3,088	3.2
10	AutoWeek	2,791	2.9
	Total:	95,532	

Ad Pages: Automotive Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Road & Track	1,081	15.3
2	AutoWeek	926	13.1
3	Car and Driver	881	12.4
4	Car Craft	757	10.7
5	Pick Up, Van & 4 WD	659	9.3
6	Hot Rod Magazine	642	9.1
7	Motor Trend	583	8.2
8	Four Wheeler	529	7.5
9	Off-Road	519	7.3
10	Popular Hot Rodding Mag.	508	7.2
	Total:	7,085	

Ad Sales: Automotive Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Car and Driver	11,331	22.8
2	Road & Track	9,087	18.3
3	Motor Trend	8,165	16.4
4	Hot Rod Magazine	7,467	15.0
5	Car Craft	3,578	7.2
6	Pick Up, Van & 4 WD	3,292	6.6
7	Popular Hot Rodding Mag.	2,194	4.4
8	Four Wheeler	1,686	3.4
9	Off-Road	1,500	3.0
10	AutoWeek	1,389	2.8
	Total:	49,698	

Total Circulation: Automotive Segment

Rank	Magazine title	Total Circ	Market Share (%)
1	Hot Rod Magazine	854,680	20.3
2	Motor Trend	764,526	18.1
3	Car and Driver	735,176	17.4
4	Road & Track	591,617	14.0
5	Car Craft	362,495	8.6
6	Popular Hot Rodding Mag.	299,295	7.1
7	Pick Up, Van & 4 WD	227,284	5.4
8	Four Wheeler	159,616	3.8
9	Off-Road	148,295	3.5
10	AutoWeek	75,175	1.8
	Total:	4,218,159	

Subscription Sales: Automotive Segment

Rank	Magazine title	Subs Sales ($000)	Market Share (%)
1	Motor Trend	4,462	22.6
2	Hot Rod Magazine	3,957	20.1
3	Car and Driver	3,772	19.1
4	Road & Track	2,963	15.0
5	AutoWeek	1,273	6.5
6	Car Craft	979	5.0
7	Pick Up, Van & 4 WD	820	4.2
8	Four Wheeler	635	3.2
9	Popular Hot Rodding Mag.	441	2.2
10	Off-Road	425	2.2
	Total:	19,727	

Newsstand Sales: Automotive Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	Hot Rod Magazine	5,495	21.0
2	Road & Track	3,850	14.7
3	Car Craft	3,754	14.4
4	Popular Hot Rodding Mag.	3,404	13.0
5	Motor Trend	3,293	12.6
6	Car and Driver	2,916	11.2
7	Off-Road	1,163	4.5
8	Four Wheeler	1,088	4.2
9	Pick Up, Van & 4 WD	1,024	3.9
10	AutoWeek	129	0.5
	Total:	26,116	

Folio 400: Market share analysis

Gross Sales: Fishing & Hunting Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Field & Stream	30,695	27.7
2	Outdoor Life	30,243	27.3
3	American Rifleman	19,355	17.4
4	Sports Afield	10,643	9.6
5	Guns and Ammo	8,770	7.9
6	Bassmaster Magazine	4,368	3.9
7	Alaska	3,806	3.4
8	Shooting Times	3,051	2.8
	Total:	110,931	

Ad Pages: Fishing & Hunting Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Field & Stream	1,101	19.9
2	Outdoor Life	1,046	18.9
3	Sports Afield	908	16.4
4	Guns and Ammo	609	11.0
5	Alaska	537	9.7
6	Shooting Times	520	9.4
7	American Rifleman	437	7.9
8	Bassmaster Magazine	372	6.7
	Total:	5,530	

Ad Sales: Fishing & Hunting Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Field & Stream	19,496	37.5
2	Outdoor Life	16,348	31.5
3	Sports Afield	5,006	9.6
4	Guns and Ammo	3,502	6.7
5	American Rifleman	3,448	6.6
6	Bassmaster Magazine	2,437	4.7
7	Shooting Times	923	1.8
8	Alaska	782	1.5
	Total:	51,942	

Total Circulation: Fishing & Hunting Segment

Rank	Magazine title	Total Circ.	Market Share (%)
1	Field & Stream	2,047,288	31.5
2	Outdoor Life	1,741,976	26.8
3	American Rifleman	1,058,975	16.3
4	Sports Afield	530,715	8.2
5	Guns and Ammo	480,948	7.4
6	Bassmaster Magazine	275,910	4.2
7	Alaska	187,274	2.9
8	Shooting Times	179,349	2.8
	Total:	6,502,435	

Subscription Sales: Fishing & Hunting Segment

Rank	Magazine title	Sub Sales ($000)	Market Share (%)
1	American Rifleman	15,773	33.4
2	Outdoor Life	11,299	24.0
3	Field & Stream	9,355	19.8
4	Sports Afield	3,569	7.6
5	Guns and Ammo	2,660	5.6
6	Alaska	2,006	4.3
7	Bassmaster Magazine	1,931	4.1
8	Shooting Times	564	1.2
	Total:	47,157	

Newsstand Sales: Fishing & Hunting Segment

Rank	Magazine title	Newsstand ($000)	Market Share (%)
1	Guns and Ammo	2,608	22.0
2	Outdoor Life	2,596	21.9
3	Sports Afield	2,068	17.5
4	Field & Stream	1,844	15.6
5	Shooting Times	1,564	13.2
6	Alaska	1,018	8.6
7	American Rifleman	134	1.1
8	Bassmaster Magazine	0	0
	Total:	11,832	

Folio 400: Market share analysis

Gross Sales: Farm Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	Farm Journal	22,640	27.3
2	Progressive Farmer	17,296	20.9
3	Successful Farming	14,135	17.8
4	Prairie Farmer	9,667	11.7
5	Farmer	7,060	8.5
6	Hoard's Dairyman	6,905	8.3
7	Wallace's Farmer	5,204	6.3
	Total:	82,907	

Ad Pages: Farm Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	Prairie Farmer	1,752	28.1
2	Wallace's Farmer	1,014	16.3
3	Hoard's Dairyman	949	15.2
4	Progressive Farmer	873	14.0
5	Successful Farming	781	12.5
6	Farm Journal	731	11.7
7	Farmer	139	2.2
	Total:	6,239	

Circulation Sales: Farm Segment

Rank	Magazine title	Circ Sales ($000)	Market Share (%)
1	Progressive Farmer	5,672	33.8
2	Farm Journal	4,553	27.1
3	Successful Farming	2,788	16.6
4	Prairie Farmer	1,341	8.0
5	Hoard's Dairyman	1,118	6.7
6	Farmer	901	5.4
7	Wallace's Farmer	429	2.6
	Total:	16,802	

Total Circulation: Farm Segment

Rank	Magazine title	Total Circ	Market Share (%)
1	Farm Journal	1,325,000	35.0
2	Progressive Farmer	945,359	25.0
3	Successful Farming	752,774	20.0
4	Hoard's Dairyman	223,542	5.9
5	Prairie Farmer	223,447	5.9
6	Farmer	180,265	4.8
7	Wallace's Farmer	132,442	3.5
	Total:	3,782,829	

Ad Sales: Farm Segment

Rank	Magazine title	Ad Sales ($000)	Market Share (%)
1	Farm Journal	18,087	27.4
2	Progressive Farmer	11,624	17.6
3	Successful Farming	11,357	17.2
4	Prairie Farmer	8,326	12.6
5	Farmer	6,159	9.3
6	Hoard's Dairyman	5,787	8.8
7	Wallace's Farmer	4,775	7.2
	Total:	66,115	

Folio 400: Market share analysis

Gross Sales: Inflight Segment

Rank	Magazine title	Gross Sales ($000)	Market Share (%)
1	United Mainliner	9,232	28.8
2	Eastern Review	7,559	23.6
3	Delta Sky	4,730	14.8
4	American Way	4,075	12.7
5	TWA Ambassador	3,241	10.1
6	PSA California	3,195	10.0
	Total:	32,032	

Ad Pages: Inflight Segment

Rank	Magazine title	Ad Pages	Market Share (%)
1	PSA California	1,308	25.4
2	United Mainliner	1,014	19.7
3	Eastern Review	974	18.9
4	Delta Sky	706	13.7
5	American Way	624	12.1
6	TWA Ambassador	531	10.3
	Total:	5,157	

Total Circulation: Inflight Segment

Rank	Magazine title	Total Circ	Market Share (%)
1	United Mainliner	328,243	22.3
2	TWA Ambassador	310,000	21.0
3	Eastern Review	310,000	21.0
4	American Way	250,000	17.0
5	Delta Sky	213,787	14.5
6	PSA California	60,742	4.1
	Total:	1,472,772	

The Folio: 400

THE MAGAZINE FOR MAGAZINE MANAGEMENT

SEPTEMBER 1980

THE SECOND ANNUAL RANKING OF THE MAGAZINE PUBLISHING INDUSTRY

1	TV Guide	Bon Appetit	Decorating & Craft Ideas	Restaurant Business	American Machinist	Wisconsin Agriculturist
	Time	Parents	1001 Decorating Ideas	Automotive News	Linn's Stamp News	Western Horseman
	Reader's Digest	True Story	Sports Afield	Wallace's Farmer	Pickup, Van & 4WD	Motor Magazine
	Newsweek	Computerworld	Consumer's Digest	Ski	The Chronicle of Higher Ed.	Catholic Digest
	Sports Illustrated	Gallery	High Fidelity	American Legion Magazine	Electrical World	Commercial Car Journal
	People	L.A. Times Home Magazine	Chic	Supermarket News	Computer Design	The Office Magazine
	Playboy	Car and Driver	Town & Country	National Wildlife	Coin World	Packaging Digest
	Family Circle	Road & Track	Electronic Design	Philadelphia's Inquirer Today	Atlanta Jrnl.Constitution Sun.	Today's Education
	Better Homes & Gardens	Hot Rod	Saturday Review	Petersen's Photographic	Milwaukee Journal Sunday	Air Conditioning-Htg./Refrig.
	Woman's Day	Progressive Farmer	Flying	Boating	Diversion	Chemical Marketing Reporter
	Penthouse	Harper's Bazaar	Datamation	Harvard Business Review	Postgraduate Medicine	Emergency Medicine
	Business Week	Stereo Review	Blueboy	Workbasket	Hadassah Magazine	Building Supply News
	Good Housekeeping	Modern Photography	Detroit News Sunday Mag.	Co-ed	American Family Physician	Highway & Heavy Const.
	Parade	Esquire	Travel/Holiday	Navy Times	Modern Medicine	Plastics Technology
	National Enquirer	Club	Bride's	The Atlantic	Miami Herald Sunday	Daily Word
	National Geographic	Velvet	New Eng. Jrnl of Medicine	Arizona Highways	Publishers Weekly	Heavy Metal
	McCall's Magazine	Successful Farming	Daily News Record	Elec. Constr. & Maintenance	TWA Ambassador	Tiger Beat
	U.S. News & World Report	Advertising Age	Army Times	Chemical & Eng. News	Progressive Architecture	Delta Sky
	Ladies Home Journal	Organic Gardening	Soap Opera Digest	Trailer Life	Woodall's Trailer & RV Travel	Power Engineering
	Cosmopolitan	Motor Trend	Tennis	Jack and Jill	Moody Monthly	American Artist
	Redbook	Highlights for Children	Design News	Eros	Columbia	Cincinnati Inquirer Sunday
	Family Weekly	New Woman	Cuisine	Patient Care	American Way	Model Railroader
	The Star	Aviation Wk & Space Tech.	Saturday Evening Post	American Baby Magazine	Heavy Duty Trucking	Capper's Weekly
	Fortune	Sport	Boys' Life	Mad Specials	Skin Diver	Consultant
	Glamour	Gourmet	Texas Monthly	Motor News	Magazine Antiques	Minneapolis Tribune Sunday
	Hustler	Cycle	Chemical Week	Moneysworth	Philadelphia	Tooling Production
	The New Yorker	Forum	Guns & Ammo	Byte	Chemical Processing	Country Music
	Forbes	Gentlemen's Quarterly	Popular Electronics	Players	L'Officiel/USA	Discount Store News
	Southern Living	Chemical Engineering	The Family Handyman	Eastern Review	Coal Age	Adam
	New York Times Magazine	Industry Week	Easyriders	Progressive Grocer	Ind. Maintenance & Plant Op.	Shooting Times
	Vogue	Golf	Los Angeles Magazine	Sesame Street	Chain Store Age Supmkts.	Motorcyclist Magazine
	McCall's Ndlework & Crafts	New West Magazine	Car Craft	Meetings & Conventions	Denver Post Sunday	Bakery Production & Mktg.
	Midnight Globe	Engineering News Record	High Times	Club International	Early American Life	Drug Therapy
	Sunset	Scholastic Magazine	Yatching	V.F.W. Magazine	Workbench	Autoweek
	Life	Genesis	Cycle World	RN Magazine	Engineering & Mining Journal	Indianapolis Star Sunday
	House & Garden	Changing Times	Journal of AMA	Col. Homes/House Beautiful	Audio	Houston Chronicle Texas Sun.
	Seventeen	Farm Journal	Starlog	Power	Our Sunday Visitor	Infosystems
	Smithsonian	Modern Maturity	New Equipment Digest	Audubon	Phoenix Arizona Rep. Sund.	Motor Age
	Field & Stream	Oil & Gas Journal	Prof. Builder & Apt Bus.	Black Enterprise	Electronic Products Magazine	16 Magazine
	Popular Mechanics	Apartment Life	Detroit Free Press Sunday	Air Force Times	The Elks Magazine	Nuestro
	Popular Photography	Electronic News	Chicago	Bus. & Commercial Aviation	Telephony	Vogue Patterns
	Popular Science	'Teen	Purchasing Magazine	Instructor	Product Design & Dev.	Louisville Sunday
	Ebony	Guideposts	Runner's World	Modern Materials Handling	Radio Electronics	Drug Store News
	Mademoiselle	National Lampoon	United Mainliner	Popular Hot Rodding	Successful Meetings	Production Engineering
	Consumer Reports	Self	"W"	Interior Design	Houston Home/Garden	Inc.
	Outdoor Life	Barron's	Weight Watcher's Magazine	Harper's Magazine	Pittsburgh Press Sunday	Restaurant Hospitality
	Scientific American	Machine Design	Swank	The AOPA Pilot	Financial World	Modern Office Procedures
	Money	Mother Earth News	Industrial Equipment News	Boston Globe Sunday	Artnews	PSA California Magazine
	House Beautiful	Book Digest Magazine	American Journal of Nursing	Fleet Owner	Games	Chain Store Age Gen'l Merch.
	Nation's Business	Sporting News	Dun's Review	Body Forum	Crossroads	Quest
	New York	Chicago Tribune	Sail	Indus. Research & Devel.	True Confessions	Hospital Practice
	Psychology Today	Prevention	Natural History	Modern Salon	Graphic Arts Monthly	Production
	Mechanix Illustrated	Plant Engineering	Architectural Record	Playbill	Hospitals	ABA Journal
	Golf Digest	Decision	Circus Magazine	Variety	Flower & Garden Magazine	Institutional Distribution
	Jet	Modern Bride	The Travel Agent Magazine	L.I. Newsday Sunday	Blair/Ketchum's Country Jour	Motorboat
	Rolling Stone	Essence Magazine	Family Health	Working Woman	Hardware Retailing	Builder (NAHB)
	Us	Skiing	EDN	Journal of Accountancy	Sales & Marketing Manage.	Menswear
	Oui	Electronics	Iron Age	S.F. Chronicle Sunday	Alaska	Geo
	Women's Wear Daily	Yankee	Travel Trade	Motor Boating & Sailing	The Washingtonian Magazine	Mini-Micro Systems
	Travel & Leisure	Travel Weekly	Ms.	Stag	Gifts & Decorative Acc.	Material Handling Engineering
	High Society	Cheri	The Farmer	Washington Post Magazine	Learning	The Rotarian
	Omni	Prairie Farmer	Institutional Investor	Cleveland Plain Dealer Sun.	Photoplay	Columbus Dispatch Sunday
	Grit	Medical Economics	Nation s Restaurant News	Housing	Hydrocarbon Processing	Dirt Bike
	New York News Magazine	Nursing '80	Electronic Engineering Times	Medical World News	Bassmaster	Pensions & Investments
	Architectural Digest	Mad Magazine	World Tennis	Modern Plastics	Christianity Today	Seattle Times Sunday
	Playgirl	Billboard	Signature	Sea	American Photographer	IEEE Spectrum
		Institutions	Hoard's Dairyman	Construction Equipment	Annals of Internal Medicine	

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The Folio 400

THE SECOND ANNUAL RANKING OF THE MAGAZINE PUBLISHING INDUSTRY

By Jay Walker
Research Director

What is The Folio 400? The Folio 400 is an industry-wide study of consumer and trade publication performance during the calendar year 1979. While performance can be based on a wide variety of revenue streams, The Folio 400 concentrates on three: newsstand revenue, subscription revenue, and advertising revenue. In addition, factors such as ad pages and unit revenues are analyzed. The study ranks and compares the 400 largest publications by total dollar value as well as their relative position to each other.

What are the criteria for inclusion? All publications that are either magazines or members of the trade press are considered for inclusion. For the purpose of this study, a magazine is broadly defined as any publication which has a minimum frequency of four times a year and is not a consumer newspaper.

Are magazines the only type of publication in The Folio 400? No. The Folio 400 takes a broader view of the industry than other studies. For example, the study includes inflight publications, religious publications, and Sunday magazine supplements. Such publications as *Barron's, The New York Times Sunday Magazine* and *Rolling Stone* are included even though other studies might exclude them because they are printed on newsprint. The Folio 400 also includes trade publications listed in *Business Standard Rate & Data* that other studies might classify as newspapers.

Why is The Folio 400 unique? It is the only study that ranks publications based on combined performance of all major income sources—subscriptions, newsstand and advertising. The Folio 400 is much more than an advertising dollar ranking because of the inclusion of circulation revenues, the fastest growing segment of publication revenue.

What is meant by "measuring" revenue streams? The Folio 400 measures the market activity of a given publication. This measure reports the amount of dollars spent by two groups: consumers who purchase the publication and companies who advertise in them. It is important to note that these revenue streams are not a measure of how much money the publication ends up receiving. For example, a magazine that sells a million copies on the newsstand at $2 each generates $2 million in market activity. However, the publisher probably receives only $1 million after retailer/wholesaler/national distributor payouts. The Folio 400 measures the $2 million worth of market activity (gross), not the $1 million (net) the magazine actually receives.

How is the advertising revenue stream measured? Advertising revenues are also measured by how much money is spent (gross) and not by how much the publication receives (net). For example, if an advertiser buys $1 million worth of space, a magazine will probably end up with revenues of approximately $850,000, after all agency discounts are taken. However, The Folio 400 measures the gross, the $1 million worth of space.

Are Publishers Information Bureau (PIB) ad figures used? Yes. We have found that PIB figures closely estimate gross expenditures by advertisers. Whenever a publisher supplies PIB ad figures, they are accepted as accurate.

How does The Folio 400 measure of market activity compare with measures used in other industries? While the publications industry has not used market activity as a measure of performance before, other industries have been doing so for a long time. For example, in the movie industry, the standard measure is box office gross. *Star Wars* generated over $200 million at the box office (market activity), yet Twentieth Century Fox received only a percentage of this. The U.S. Census also measures market activity for almost every industry.

Is there any magazine market activity that is not measured by The Folio 400? Yes. The Folio 400 does not measure ancillary revenue streams, regardless of their size. These ancillary activities include such things as data base publishing activities, list rentals, book sales,

The Folio 400

Which consumer magazine is really Number One?

- In total dollars generated, *TV Guide* is first, with $566,889,000.
- By advertising dollars, *Time* leads with $228,867,000.
- *Parade* is first in circulation, with 21,800,000.
- *Reader's Digest* leads in paid subscriptions, with 16,631,721.
- By ad pages, it's *Business Week* with 5,107.
- *T.V. Guide* leads in newsstand sales, with 2,223,143 copies sold per issue.

trade show revenues, etc. Current trends in the magazine industry suggest that these areas will require estimation in future years, since they are often rapidly growing areas of growth for well-managed magazines.

How is The Folio 400 organized? The Folio 400 is divided into three sections. Section 1 (Table A) is referred to as the "main table." This is a ranking of the 400 largest publications in the U.S. by gross dollars and includes both business and consumer publications. The second section is composed of consumer publication charts and tables, and the third section is composed of trade publication charts and tables. Within these sections, consumer publications are compared only with other consumer publications, and business publications are compared only with other business publications.

What are the components of the consumer and trade sections? Within each of these two sections are groups of tables, called spin-off tables, followed by a series of market share analyses and then editorial summaries of major magazine launches and transitions.

What are the spin-off tables? These are tables which rank publications based on a common set of measures. For example, a table that ranks all consumer publications by ad dollars would be considered a spin-off table. It is called a spin-off table because a group of magazines are re-ranked and "spun off" from the main table.

Can a publication that does not appear in the main Folio 400 table be included in the spin-off tables? No. All publications in the spin-off tables must be ranked on the main table. If a publication does not have enough total revenue (approximately $3 million) to make The Folio 400 main table, it cannot be included on a spin-off table.

What is a market share analysis? A market share analysis is composed of a complete set of detailed tables ranking publications that share a common market. For example, all of the inflight magazines are the subject of a market share analysis. Within each analysis, between five and 10 different tables rank publications in the market by Folio 400 measured values such as advertising pages, circulation advertising dollars, etc. These market share tables are the equivalent of mini spin-off tables for each market. A more in-depth discussion of market shares appears later in this feature.

How do I find information about specific publications? Information on publications will appear on the main chart and then again on a number of spin-off charts. To find out on which charts a specific publication appears, consult the alphabetical index at the end of the study which lists all publications in The Folio 400 with complete cross references to all of the charts. To find a specific chart or market, consult the index to contents on the last page of the study.

Why are business and consumer publications mixed in the main table, but not in other tables? The main table is meant to provide an overview of the size of the entire industry. In this limited context, it provides a legitimate way to merge the consumer and trade press together to see relative size and position. The greater part of The Folio 400 study ranks publications within like groups.

Do any publications in The Folio 400 belong in both consumer and trade classifications? Yes. In some cases, this causes a problem with definitions. A magazine like *Black Enterprise* could fit easily into either classification. With exceptions, the general rule is that a business publication is received by the reader primarily at the place of work, while consumer magazines are primarily received at home. Often, a publication's basic listing in *Standard Rate & Data (SRDS)* was used as a consideration in borderline cases.

Why were 400 publications studied and not 500 or even 1,000? Because normal errors in measurement affect the ranking of "small" publications, a publication needs a minimum dollar volume of approximately $3 million to be included in The Folio

The Folio 400

The concentration of power

The top 10 magazines in each category represent only 2.5 percent of the titles listed in The 400, and yet...

- The top 10 in total revenue account for 32 percent of all dollars measured, with $2,442,929,000.
- The top 10 in ad dollars account for 33 percent of all advertising dollars measured, with $1,385,460,000.
- The top 10 in subscription copies sold per issue account for 37 percent of all subscription copies, collectively selling 70,231,000 per issue.
- The top 10 in average circulation account for 34 percent of all circulation measured, with 117,917,502.
- The top 10 in subscription dollars account for 42 percent of all subscription dollars, with $775,356,000.
- The top 10 in newsstand dollars account for 51 percent of all newsstand dollars measured, with $896,253,000.
- The top 10 in newsstand copies sold account for 53 percent of all newsstand copies, collectively selling 49,829,000 per issue.
- The top 10 in ad pages represent 11 percent of all ad pages measured, with $53,240,000.

400. Although FOLIO calculated dollar volume on almost a thousand publications, the distortion that would result from the normal margin of error became too significant for those publications with less than $3 million volume. A $200,000 error on a $2 million volume magazine could mean the difference in dozens of ranking positions. FOLIO found the $3 million mark to be the minimum acceptable for calculations.

What is the breakdown between consumer and trade publications in The Folio 400? The study contains 267 consumer publications and 133 trade publications.

How are The Folio 400 figures calculated? Each published figure is the result of two independent sets of calculations. One set is derived from performance figures supplied by most publishers. The other set is derived from a computer program that converts base data into final dollars. This program uses known base quantities, such as advertising pages, published ad rates, and audit statements to come up with a separate set of FOLIO estimates. It then compares one set of figures with the other before deriving final estimates for publication. In almost all cases, publishers had the opportunity to preview the figures published in The Folio 400 and advise us on what they believed to be inaccuracies.

How are different page sizes measured in The Folio 400? FOLIO has elected to consider "a page as a page," regardless of size. Thus, a page in a digest-size publication *(TV Guide)* is counted as a single page just the same as a page in a tabloid-size publication *(Advertising Age)* is counted as a single page. All reported page figures in The Folio 400 conform to this standard. What constitutes a page is hotly contested among publishers, especially in the trade press. FOLIO has selected this methodology even though there are valid arguments on both sides.

Are inserts and classified lineage counted? Yes. They are counted on a page-for-page basis. The study takes into account that inserts often run at reduced rates.

How does The Folio 400 measure regional editions or split runs? These are counted on a pro-rata basis for rankings based on pages, and on a dollar-for-dollar basis for rankings based on dollars.

How does The Folio 400 calculate subscription income for publications sold at different rates? By using audit statements, it is possible to determine the percentage of subscriptions sold at basic and less than basic rates. Using these known percentages, along with the ABC 50 percent minimum sale rule, FOLIO can come very close to estimating the market activity of subscriptions delivered during a given period. For non-audited publications, FOLIO relies more on publisher-supplied breakdowns of subscriptions sold at different rates.

How do two- and three-year subscription sales affect the 1979 measured subscription dollars? Since The Folio 400 measures only the value of copies delivered to subscribers during calendar year 1979, it does not count prepaid revenue that the publication received in 1979 for circulation delivered in later years. In an accounting sense we are using an accrual, rather than a cash basis system.

Are special issues which sell for higher than regular newsstand price included in The Folio 400? Yes. Special issues and odd frequency issues, such as 53 weekly issues, are calculated into The Folio 400.

How is subscription revenue measured for a publication supported by membership dues of an association? Most membership publications clearly state the allocation of dues set aside for the publication. This is in part attributable to IRS regulations. FOLIO uses the stated figure whenever it is available. In other cases, the audit statement will identify the portion of dues allocated to the publication.

Does The Folio 400 calculate the retail display allowance in the table of retailer profits? Retail display allowance (RDA) is not calculated as

The Folio 400

Just how big is the magazine industry?

Overall, there are 10,665 active publications in FOLIO's database of all U.S. magazines and trade publications.

The consumer publications measured in the FOLIO 400 study had an estimated total dollar volume of $6,898,883,000 for 1979. The trade publications measured in the study had an estimated total volume of $842,000,000, bringing the total dollar volume measured in the 400 to $7,740,883,000.

In addition to the consumer magazines measured in The 400, there are another 4,801 consumer magazines (approximately) with a total dollar volume estimated at $680,000,000.

There are also an additional 5,464 trade magazines with an estimated total dollar volume of $1,750,000,000.

This brings the estimated total dollars in the magazine industry to $10.17 billion, of which The Folio 400 accounts for $7.74 billion.

a part of the retail profits table (Table Q).

How are foreign circulation and revenues counted in The Folio 400? Foreign circulation is counted only when the publication sent abroad is editorially the same as the publication published in the U.S. Thus, the circulation of *Business Week* for the regular U.S. edition sent to overseas executives would be counted, but foreign editions of *Time* or *Newsweek*, each with their own editorial for foreign editions, are not counted. This same rule applies to ad revenue. So long as a publication does not sell a special foreign advertising edition, the ads are counted.

Are non-U.S. publications included in The Folio 400? No. To be included in The Folio 400, a publication must have 51 percent of its circulation in the United States. Publications need not be in English, however, so a Spanish-language publication with primarily U.S. circulation would be eligible. Publications published in the U.S. with primary distribution in foreign countries are not eligible.

Is a publication that was launched in 1979 eligible for The Folio 400? Yes. It must, however, generate approximately $3 million in market activity for those issues published and delivered in the measured year (1979).

If a publication folded in 1979, could it still be included in The Folio 400 for that year? No. Publications that folded or merged during the measured year are not included. Note, however, that since there is a lag in time between the preparation of The Folio 400 and its publication date, some publications which folded early in 1980 may appear in this Folio 400. These publications would, of course, not appear in The Folio 400 covering 1980.

Why is there a lag of nine months between the end of the year measured and the time The Folio 400 is published? To compute The Folio 400 with all the various circulation revenues requires a complete set of final audit statements. Both ABC and BPA statements are not ready until June following the year measured. Thus, all the calculations in The Folio 400 are completed in a single month before going to press. Most comprehensive studies of this type trail the actual market by a year or so.

How does a reader find a specific table or market share? By consulting the index of tables on the last page of the study.

Can a publication appear in more than one market share analysis? Yes. A publication can appear in two market share analyses. For example, *Smithsonian* appears in the general interest humanities market as well as the general interest science market. The index would show the *Smithsonian* in both markets.

Is every publication assigned to at least one market share? No. There are many publications that are not in a market share analysis, although most publications do appear in at least one spin-off table. Many markets did not have enough publications in The Folio 400 to justify a complete market share analysis.

How are the members of a market selected? There are three different bases for the creation of a market: 1) a common reader/editorial interest, 2) a common advertiser interest, and 3) a common reader and advertiser interest.

An example of a market based on common reader interest is the men's entertainment market. The publications in this market compete for a finite number of readers with similar editorial taste. In this case, it is the readers who define the market.

An example of a market based on common advertiser interest would be the national weeklies market. This market exists only in the eye of the advertiser who is seeking publications with broad reach and high frequency characteristics. In many cases, publications in this type of market have little in common editorially (*e.g.*, *Time* vs. *TV Guide*), yet advertisers consider them competitive vehicles for the same ad.

(Continued on page 235)

(Continued from page 18)

Examples of markets that are both advertiser- and reader-based are numerous. Almost all of the trade markets fall into this market definition (*e.g.*, chemicals, metals, etc.).

Is it possible for two publications to be in the same market and yet not compete in any direct way? Yes. The competitive factor is not always present, especially when publications in a market address different segments of that market. For example, *Car & Driver* does not compete with *Popular Hot Rodding*, yet both publications are properly classified as consumer automotive publications. Many markets are defined broadly in the study, though the user can reconstruct and redefine markets to suit any need.

Why is there a different number of tables in some markets than in others? Publications in some markets do not have measurable factors in certain areas. For example, inflight publications have no circulation revenue.

Why does The Folio 400 include a multiple publication reference at the end of most of the market share analyses? A publication cannot appear in a spin-off table unless it also qualifies for the main table. The result is that a few smaller members of a market can sometimes be excluded from the market share analyses. Within an extremely vertical market, a publication that does not have a high gross can still be a very important factor, though not in the 400. Thus, we have included footnotes within many markets to list those audited publications which serve the same market but do not generate enough revenue to be included in the main table. *SRDS* is a good source to find a complete list of all publications with a common editorial interest.

Wouldn't a more detailed market share analysis include a breakdown according to type of ad pages in addition to the total ad pages carried by publications? Yes. In the fishing and hunting market, for example, a more detailed analysis of pages from companies within the outdoor market (*e.g.*, camping equipment) vs. consumer advertising (*e.g.*, liquors) would show an entirely different set of advertising rankings for the market. In this case, for example, *Bassmaster* had far more ad pages from within the market, but *Field & Stream* had more pages when all general consumer advertising pages were figured in.

What are the interesting points to look for in market share tables? Among other things, look for the interplay among various tables. Detailed tables in the same market that show different leaders reveal an interesting story. Also look closely at the unit revenue tables—a great equalizer when comparing publications that otherwise appear far apart.

What is unit revenue? Unit revenue is a measure of dollar performance per each unit of a magazine's circulation. Essentially, unit revenue tells how much money a publication generates per copy per year. The simplest unit revenue figure is the gross unit revenue figure.

What is gross unit revenue? Gross unit revenue is calculated by dividing all of the dollars a publica-

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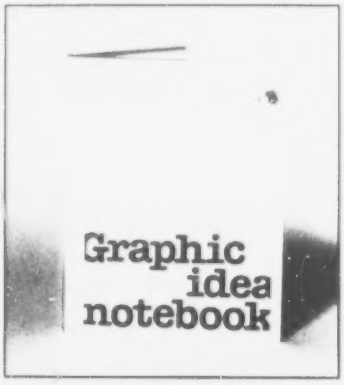

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tion generates by the publication's circulation. This is the amount that appears in the main chart under unit revenue. For example, divide the gross revenue for *Business Week* ($140,774,000) by its average circulation (799,728) to obtain a gross unit revenue of $176.03.

How does The Folio 400 break down unit revenue? The Folio 400 measures two sources of revenue for a magazine: the advertisers and the readers. This makes possible the calculation of advertising unit revenue (ad dollars divided by average circulation) and circulation unit revenue (subscription dollars plus newsstand dollars divided by average circulation). Together, these two subsidiary unit revenues add up to the gross unit revenue.

In our *Business Week* example, the portion of the $176.03 in unit revenue that comes from the reader is $27.21 ($20,194,000 plus $1,565,000 divided by 799,728). The advertising unit revenue would be $148.82 ($119,016,000 divided by 799,728).

How are unit revenue measures used? Unit revenue provides an ideal way to compare two publications on the basis of the smallest common denominator: a unit of circulation. (Circulation is not to be confused with each "reader" since readership for each unit of circulation can be three or more people.) By comparing unit revenue measures, two publications $100 million apart can be compared quite closely.

For example, using unit revenues, *Time* and *Newsweek* can be compared, even though *Time* generates $100 million more in total revenue and is over one million copies larger in circulation than *Newsweek*. Yet, in a unit revenue analysis, these two magazines are surprisingly close to one another.

Time has a gross unit revenue of $83.06 compared to *Newsweek*'s $86.68. So immediately we know that while *Time* is bigger, *Newsweek* does a slightly "better" job at turning each unit of circulation into money. But, of course, *Time*, with 1.3 million more units of circulation has a much harder job keeping its unit revenue high. Theoretically, if *Newsweek* could profitably convince 1.3 million more people to buy the publication, it would be willing to accept a slightly lower overall unit revenue to do so. In the final analysis, what matters is profits, not unit revenue.

Further analysis shows that *Time* has a slightly higher circulation unit revenue than *Newsweek*. The average purchaser of *Time* spends more per year than the equivalent buyer of *Newsweek* ($29.76 vs. $28.30). *Newsweek* gets its overall gross unit revenue lead from the comparatively better ad revenue generated for each unit of circulation ($58.38 vs. $53.30). So if you've ever wondered how much advertisers spend in aggregate for each single issue of *Newsweek*, the answer is $58.38 per year divided by 52 issues, or $1.12 per issue. That's almost as much as the cover price.

What does a high unit revenue signify? A high unit revenue is usually the result of a high advertising unit revenue. Advertising unit revenue is a gauge of the degree to which a group of advertisers invests its money to reach a unit of circulation on an annual basis. For example, an advertising unit revenue of $40 indicates that the recipient of the publication receives $40 worth of advertising per year.

Is unit revenue the same as cost per thousand (CPM)? No. CPM is defined as the cost that advertisers pay per thousand gross impressions. CPM is a direct function of the ad rates set by the publisher. Unit revenue is a performance measure, while CPM is only a limited cost measure. They should not be confused.

Why doesn't the unit revenue analysis take into account variances in readership? A true unit revenue analysis would take readership into account and not just paid primary circulation. However, this is far too detailed an analysis for general use in The Folio 400. Also, the fluctuating state of magazine audience research would make it impossible to incorporate readership data at present.

Can The Folio 400 be used to figure out a magazine's profitability? Not really. Profitability in the magazine industry is directly tied to how a magazine accounts for deferred subscription liability, subscription acquisition costs and other expenses. Another reason why The Folio 400 does not measure profitability is the difficulty in accurately researching cost factors for any individual magazine.

What percentage of the entire market activity of the publications industry is measured by the top 400 publications? Approximately 76 percent of all industry dollars are measured by The Folio 400. However, these 400 publications represent only 4 percent of all the 10,665 titles that make up the estimated $10.2 billion publications industry. (See highlights.)

How much time and money was spent on The Folio 400? A staff of six researchers spent eight months and $130,000 preparing this year's Folio 400.

Wasn't The Folio 400 published once before? Yes. The pilot study of The Folio 400 was published in January 1980 as a trial run. It covered the period of 12 months ending June 30, 1979. The study went only to the magazine audience of FOLIO and was actually a test of the feasibility of the entire concept. This year's Folio 400 is our first full study of the industry and will serve as a base year for future trend and historical analyses.

How is this Folio 400 different from the pilot? It is based on the calendar year 1979 and includes all of the new unit revenue measures. It is also nearly four times larger in editorial coverage. What's more, it is being distributed not only to FOLIO readers, but directly to advertising agency executives and national advertisers. The study is supported by those magazines who place ads in The Folio 400 to reach this media buying audience.

How can I obtain additional copies of The Folio 400? Additional copies are available pre-paid from FOLIO magazine. Use the perforated order card located in the study.

A Folio400

	Est. 1979 total revenue ($000)	Est. 1979 ad revenue ($000)	Est. 1979 sub. revenue ($000)	Est. 1979 newstd. rev. ($000)	Est. 1979 ad pages	Est. 1979 average circulation	Est. 1979 avg. no. sub. copies sold per issue	Est. 1979 avg. no. newstd. copies sold per issue	Est. 1979 gross unit revenue*	Bus./Cons. Issues per year	Bus./Cons.
1 TV Guide	566,889	220,184	131,877	214,742	3,731	19,285,561	7,486,550	11,799,011	29.39	52	C
2 Time	356,631	228,867	109,321	18,444	3,310	4,293,584	4,015,184	278,400	83.06	53	C
3 Reader's Digest	261,686	112,543	133,642	15,501	1,385	17,991,436	16,631,721	1,359,716	14.55	12	C
4 Newsweek	254,360	171,314	68,356	14,690	3,437	2,934,307	2,712,570	221,737	86.68	53	C
5 Sports Illustrated	188,276	126,570	55,705	6,001	2,948	2,280,989	2,188,667	92,323	82.54	52	C
6 People	171,937	89,260	9,340	73,337	3,612	2,288,266	370,952	1,917,314	75.14	51	C
7 Playboy	170,027	55,702	30,356	83,969	1,400	5,393,830	2,227,565	3,166,265	31.52	12	C
8 Family Circle	166,812	94,980	—	71,832	1,797	7,682,591	—	7,682,591	21.71	17	C
9 Better Homes and Gardens	162,740	93,913	60,102	8,725	1,684	8,052,429	7,325,328	727,101	20.21	12	C
10 Woman's Day	153,571	90,887	549	62,134	1,638	7,531,447	33,290	7,531,447	20.39	15	C
11 Penthouse	149,290	27,372	4,002	117,916	947	4,681,586	235,300	4,446,287	31.89	12	C
12 Business Week	140,774	119,016	20,194	1,565	5,107	799,728	775,186	24,542	176.03	51	C
13 Good Housekeeping	140,533	80,599	33,168	26,767	1,995	5,224,734	3,440,285	1,784,449	26.90	12	C
14 Parade	135,186	135,186	—	—	918	21,800,000	—	—	6.20	52	C
15 National Enquirer	129,001	24,000	5,987	99,014	1,404	5,017,879	492,876	4,525,003	25.71	52	C
16 National Geographic	128,479	30,309	98,118	51,735	387	10,331,694	10,328,245	3,449	12.44	12	C
17 McCall's Magazine	124,521	67,159	44,614	12,478	1,351	6,514,813	5,664,979	849,834	19.11	12	C
18 U. S. News & World Report	111,004	68,617	38,776	3,611	2,070	2,055,116	1,985,678	69,438	54.01	52	C
19 Ladies Home Journal	102,362	52,421	34,845	15,096	1,343	5,567,639	4,561,235	1,006,404	18.39	12	C
20 Cosmopolitan	99,980	50,063	2,144	47,774	2,453	2,756,835	102,744	2,654,091	36.27	12	C
21 Redbook	89,072	49,692	24,960	14,420	1,491	4,377,375	3,416,012	961,364	20.35	12	C
22 Family Weekly	87,936	82,636	5,300	—	1,024	11,942,602	—	—	7.36	52	C
23 The Star	77,394	11,200	1,511	64,683	936	3,226,261	116,483	3,109,778	23.99	52	C
24 Fortune	65,973	49,088	15,479	1,406	2,301	669,780	642,744	27,036	98.50	26	B
25 Glamour	60,758	33,904	7,123	19,731	2,041	1,870,610	774,434	1,096,177	32.48	12	C
26 Hustler	57,950	246	774	56,891	256	1,642,256	35,168	1,607,088	35.29	12	C
27 The New Yorker	51,631	40,220	9,264	2,147	4,178	499,455	458,164	41,292	103.37	52	C
28 Forbes	51,403	37,966	12,863	574	2,641	676,692	661,971	14,721	75.96	26	C
29 Southern Living	50,355	30,711	7,609	2,035	1,678	1,800,987	1,694,982	106,006	27.96	12	C
30 New York Times Magazine	46,812	46,812	—	—	4,348	1,425,000	—	—	32.85	52	C
31 Vogue	46,755	26,939	6,448	13,368	2,325	994,966	451,556	543,410	46.99	12	C
32 McCall's Needlework & Crafts	43,288	1,288	18,000	24,000	303	4,500,000	1,500,000	3,000,000	9.62	4	C
33 Midnight Globe	39,240	7,072	663	31,505	884	1,565,846	51,177	1,514,670	25.06	52	C
34 Sunset	37,618	26,320	9,809	1,490	1,705	1,393,811	1,263,131	130,680	26.99	12	C
35 Life	36,975	13,215	10,935	12,825	658	1,332,074	619,574	712,500	27.76	12	C
36 House & Garden	35,471	24,597	4,897	5,976	1,417	1,009,820	611,405	398,415	35.13	12	C
37 Seventeen	35,064	19,155	6,072	9,838	1,383	1,411,813	592,010	819,803	24.84	12	C
38 Smithsonian	34,912	13,143	21,746	23	869	1,813,661	1,812,152	1,509	19.25	12	C
39 Field & Stream	33,601	20,417	11,296	1,888	1,048	2,043,002	1,885,690	157,312	16.45	12	C
40 Popular Mechanics	32,682	19,125	8,730	4,827	1,431	1,639,467	1,237,223	402,244	19.93	12	C
41 Popular Photography	32,580	24,395	4,882	3,303	1,868	827,711	644,223	183,488	39.36	12	C
42 Popular Science	32,069	16,663	10,285	5,121	1,083	1,800,962	1,516,488	284,475	17.81	12	C
43 Ebony	30,002	17,027	9,990	2,985	1,044	1,267,000	1,018,000	248,760	23.68	12	C
44 Mademoiselle	28,738	14,635	2,672	11,432	1,482	944,110	309,010	635,100	30.44	12	C
45 Consumer Reports	27,679	25,865	1,814	—	—	2,320,000	2,185,000	135,000	11.93	12	C
46 Outdoor Life	27,442	16,292	8,568	2,583	978	1,720,884	1,505,642	215,242	15.95	12	C
47 Scientific American	26,595	13,641	9,513	3,440	1,044	700,128	528,545	171,673	37.98	12	C
48 Money	26,253	11,663	12,660	1,929	857	852,946	761,084	91,862	30.78	12	C
49 House Beautiful	25,705	16,737	4,388	4,579	1,218	885,494	538,568	346,927	29.03	12	C
50 Nation's Business	25,025	9,182	15,843	—	544	1,247,269	—	—	20.06	12	C

* gross revenue ÷ average circulation

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51 New York	24,578	16,922	6,112	1,543	2,225	393,629	363,365	30,264	62.44	51	C
52 Psychology Today	24,542	13,810	8,256	2,475	772	1,176,656	1,011,630	165,026	20.86	12	C
53 Mechanix Illustrated	24,265	14,170	7,374	2,721	1,023	1,715,943	1,489,190	226,753	14.14	12	C
54 Golf Digest	24,228	15,500	7,498	1,230	1,017	972,382	890,373	82,009	24.92	12	C
55 Jet	23,090	5,386	7,244	10,459	921	711,956	376,722	335,234	32.43	52	C
56 Rolling Stone	22,742	10,640	3,883	8,218	1,167	672,274	370,708	301,566	33.83	25	C
57 Us	21,927	5,829	3,431	12,667	647	844,419	194,819	649,601	25.97	26	C
58 Oui	21,731	2,215	1,473	18,042	255	865,895	114,126	751,769	25.10	12	C
59 Women's Wear Daily	21,603	18,350	3,110	143	5,895	78,164	65,381	12,784	240.95	260	B
60 Travel & Leisure	21,526	13,708	7,818	—	984	930,700	930,700	—	23.13	12	C
61 High Society	21,240	561	102	20,577	173	522,300	4,650	517,650	40.67	15	C
62 Omni	20,859	4,064	262	16,533	466	702,909	14,022	688,887	29.68	12	C
63 Grit	20,859	4,272	4,163	12,425	468	950,531	353,170	597,361	21.95	52	C
64 New York News Magazine	20,598	20,598	—	—	1,503	2,238,000	—	—	9.20	52	C
65 Architectural Digest	20,405	8,519	8,637	3,249	1,214	443,403	343,444	99,959	46.02	10	C
66 Playgirl	20,221	3,921	1,800	14,500	409	730,657	124,912	605,745	27.70	12	C
67 Bon Appetit	19,762	8,216	—	—	875	1,130,159	977,816	152,343	17.50	12	C
68 Parents	19,574	8,760	10,487	328	633	1,448,852	1,427,001	21,852	13.51	12	C
69 True Story	19,383	6,599	7,278	5,506	671	1,617,716	1,158,882	458,834	11.98	12	C
70 Computerworld	18,591	16,080	2,510	—	4,236	100,402	100,402	—	185.16	51	B
71 Gallery	18,483	405	194	17,884	127	676,369	14,005	662,364	27.33	12	C
72 L. A. Times Home Magazine	18,465	18,465	—	—	1,688	1,323,000	—	—	13.96	52	C
73 Car and Driver	18,237	11,328	3,955	2,954	888	723,690	526,780	196,910	25.20	12	C
74 Road & Track	18,226	8,833	3,186	6,207	1,085	589,082	323,828	265,255	30.94	12	C
75 Hot Rod	17,998	7,896	4,130	5,972	651	886,560	517,907	368,653	20.30	12	C
76 Progressive Farmer	17,731	11,423	6,308	—	760	937,952	937,952	—	18.90	12	B
77 Harper's Bazaar	16,817	8,323	2,870	5,624	940	627,987	280,836	347,151	26.78	12	C
78 Stereo Review	16,757	13,198	2,625	934	940	526,346	464,111	62,236	31.84	12	C
79 Modern Photography	16,684	10,155	4,179	2,349	1,489	610,118	498,256	111,862	27.35	12	C
80 Esquire	16,515	8,510	6,155	1,850	616	655,752	575,155	80,597	25.19	17	C
81 Club	16,490	250	160	16,080	216	543,286	7,286	536,000	30.35	12	C
82 Velvet	15,534	—	—	15,534	—	438,825	—	438,825	35.40	12	C
83 Successful Farming	15,325	12,592	2,733	—	821	722,451	722,451	—	21.21	13	B
84 Advertising Age	15,290	13,061	2,229	—	3,786	152,101	76,051	—	100.53	56	B
85 Organic Gardening	15,194	5,565	9,461	168	958	1,219,217	1,205,235	13,982	12.46	12	C
86 Motor Trend	15,110	7,897	3,928	3,284	540	757,664	538,699	218,965	19.94	12	C
87 Highlights for Children	15,059	—	15,058	—	—	1,136,500	1,136,500	—	13.25	11	C
88 New Woman	14,377	3,526	3,682	7,169	311	1,132,305	335,747	796,559	12.70	6	C
89 Aviation Week & Space Technology	14,359	11,022	3,337	—	2,426	101,754	101,754	—	141.12	52	B
90 Sport	14,319	6,100	6,025	2,194	512	1,214,013	1,047,819	166,194	11.79	12	C
91 Gourmet	14,189	7,330	4,985	1,875	745	661,865	505,654	156,212	21.44	12	C
92 Cycle	13,941	9,672	2,669	1,645	1,078	461,037	330,452	130,585	30.24	12	C
93 Forum	13,923	67	614	13,242	27	787,606	51,943	735,663	17.68	12	C
94 Gentlemen's Quarterly	13,918	5,851	2,363	5,703	1,066	440,377	162,163	278,215	31.61	10	C
95 Chemical Engineering	13,742	12,577	1,165	—	3,369	68,946	68,946	—	199.31	28	B
96 Industry Week	13,718	13,692	26	—	2,186	262,826	862	—	52.19	25	B
97 Golf	13,714	9,023	3,613	1,079	756	709,461	637,551	71,911	19.33	12	C
98 New West Magazine	13,588	10,200	2,728	660	1,554	296,175	270,794	25,381	45.88	26	C
99 Engineering News Record	13,537	11,097	2,460	—	3,628	102,719	102,719	—	131.98	52	B
100 Scholastic Magazine	13,533	3,554	9,979	—	340	3,461,063	3,461,063	—	3.91	18	C

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101 Genesis	13,485	504	60	12,921	264	394,004	2,444	391,560	34.22	12	C
102 Changing Times	13,484	—	13,085	399	—	1,327,806	1,294,548	33,258	10.16	12	C
103 Farm Journal	13,477	7,491	5,986	—	570	1,336,462	1,336,462	—	10.08	13	B
104 Modern Maturity	13,473	—	13,473	—	—	6,784,929	6,736,453	—	1.99	6	C
105 Oil & Gas Journal	13,377	12,273	1,104	—	5,503	55,375	55,375	—	241.57	52	B
106 Apartment Life	13,217	8,198	3,982	1,038	657	769,164	699,993	69,171	17.18	12	C
107 Electronic News	13,157	11,950	1,207	—	5,302	71,018	71,018	—	184.23	52	B
108 'Teen	13,044	5,231	4,117	3,696	526	1,040,229	732,203	308,026	12.54	12	C
109 Guideposts	12,962	—	12,962	—	—	3,281,523	3,281,523	—	3.95	12	C
110 National Lampoon	12,902	2,749	958	9,196	559	631,154	120,255	510,900	20.44	12	C
111 Self	12,858	2,300	4,103	6,455	521	815,467	456,862	358,605	15.77	12	C
112 Barron's	12,685	4,542	5,453	2,690	1,854	230,032	161,053	68,979	55.15	52	C
113 Machine Design	12,606	12,606	—		3,725	142,204	—	—	88.65	23	B
114 Mother Earth News	12,519	2,508	8,056	1,955	304	704,684	596,085	108,599	17.76	6	C
115 Book Digest Magazine	12,505	5,815	6,399	292	484	1,018,371	1,002,160	16,212	12.28	12	C
116 Sporting News	12,321	2,975	5,649	3,696	748	317,592	260,723	56,869	38.79	52	C
117 Chicago Tribune	12,321	12,321	—	—	1,886	1,157,870	—	—	10.64	52	C
118 Prevention	12,289	12,289	—	—	1,289	264,344	—	—	46.49	12	C
119 Plant Engineering	12,282	12,282	—	—	3,417	84,143	—	—	145.97	26	B
120 Decision	12,062	—	12,062	—	—	4,020,500	4,020,500	—	3.00	12	C
121 Modern Bride	12,050	8,797	188	3,065	1,215	282,583	27,168	255,415	42.64	6	C
122 Essence Magazine	12,043	6,472	3,192	2,380	877	600,991	420,705	180,286	20.04	12	C
123 Skiing	11,858	9,154	1,956	748	760	450,785	343,971	106,814	26.30	7	C
124 Electronics	11,840	10,236	1,605	—	4,328	94,395	94,395	—	125.43	26	B
125 Yankee	11,704	4,087	6,622	995	1,290	816,536	729,256	87,280	14.33	12	C
126 Travel Weekly	11,688	11,473	215	—	5,516	36,939	36,939	—	316.40	104	B
127 Cheri	11,581	31	—	11,550	36	385,000	—	385,000	30.08	12	C
128 Prairie Farmer	11,313	10,029	1,284	—	1,821	214,623	214,623	—	52.71	23	B
129 Medical Economics	11,243	10,370	873	—	3,325	177,898	30,000	—	63.20	26	B
130 Nursing '80	11,123	3,929	7,194	—	782	528,810	528,810	—	21.03	12	B
131 Mad Magazine	11,100	—	600	10,500	—	1,850,00	100,000	1,750,000	6.00	9	C
132 Billboard	11,090	7,963	3,127	—	3,106	46,697	46,697	—	237.59	52	B
133 Institutions	10,900	10,900	—	—	2,342	105,336	—	—	103.48	24	B
134 Decorating & Craft Ideas	10,841	1,811	8,310	720	389	808,637	760,608	48,029	13.41	10	C
135 1001 Decorating Ideas	10,739	2,298	7,023	1,418	300	873,028	715,417	157,611	12.30	6	C
136 Sports Afield	10,593	5,421	2,957	2,215	946	531,449	408,407	123,042	19.93	12	C
137 Consumer's Digest	10,580	—	10,580	—	—	850,000	850,000	—	12.45	6	C
138 High Fidelity	10,531	7,123	2,713	695	847	367,908	329,303	38,605	28.62	12	C
139 Chic	10,502	78	108	10,316	70	296,331	4,928	291,404	35.44	12	C
140 Town & Country	10,366	6,903	1,934	1,530	1,199	194,967	131,226	63,741	53.17	12	C
141 Electronic Design	10,344	10,344	—	—	3,567	95,870	—	—	107.90	12	B
142 Saturday Review	10,150	3,882	6,073	195	638	522,623	514,514	8,109	19.42	24	C
143 Flying	10,140	5,701	3,220	1,219	645	383,347	308,082	75,266	26.45	12	B
144 Datamation	9,912	8,647	1,265	—	2,086	110,000	—	—	70.11	13	B
145 Blueboy	9,871	702	3,697	5,473	327	291,520	136,911	154,609	33.86	12	C
146 Detroit News Sunday Magazine	9,797	9,797	—	—	2,147	820,139	—	—	11.95	52	C
147 Travel/Holiday	9,749	3,263	6,363	123	529	773,857	751,855	10,213	12.60	12	C
148 Bride's	9,737	6,250	223	3,264	1,298	305,963	33,952	272,012	31.83	6	C
149 New England Journal of Medicine	9,691	5,560	4,131	—	3,153	186,427	186,427	—	51.98	52	B
150 Daily News Record	9,648	8,430	1,218	—	3,006	27,061	27,061	—	356.54	260	B

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151 Army Times	9,549	5,949	3,054	1,001	1,872	139,054	120,168	18,887	68.67	53	C
152 Soap Opera Digest	9,480	330	1,968	7,182	159	601,331	181,306	420,025	15.76	18	C
153 Tennis	9,452	6,117	2,701	634	727	446,905	394,089	52,816	21.15	12	C
154 Design News	9,451	9,451	—	—	3,348	139,090	—	—	67.95	29	B
155 Cuisine	9,380	3,010	5,923	447	429	786,592	741,858	44,735	11.93	10	C
156 Saturday Evening Post	9,132	1,477	4,378	3,277	382	660,801	418,027	242,774	13.82	9	C
157 Boys' Life	9,047	2,474	6,569	4,301	248	1,557,330	1,557,000	512	5.81	12	C
158 Texas Monthly	9,019	6,046	2,139	835	1,418	245,350	201,868	43,482	36.76	12	C
159 Chemical Week	8,949	8,034	915	—	2,245	53,267	47,301	—	168.01	52	B
160 Guns & Ammo	8,941	3,737	2,464	2,740	586	477,034	324,814	152,220	18.74	12	C
161 Popular Electronics	8,935	4,766	2,924	1,245	668	402,283	319,252	83,032	22.21	12	C
162 The Family Handyman	8,925	3,154	5,321	450	596	936,762	896,800	39,962	9.53	9	C
163 Easyriders	8,826	1,073	392	7,361	511	454,404	45,439	408,965	19.42	12	C
164 Los Angeles Magazine	8,793	6,039	1,426	1,328	2,560	153,381	90,125	63,256	57.33	12	C
165 Car Craft	8,731	3,523	1,059	4,148	717	383,806	153,335	230,471	22.75	12	C
166 High Times	8,706	985	522	7,199	375	330,418	30,472	299,947	26.35	12	C
167 Yachting	8,613	5,966	1,493	1,154	2,275	150,875	102,778	48,097	57.09	12	C
168 Cycle World	8,548	5,500	1,509	1,538	859	330,966	202,760	128,206	25.83	12	C
169 Journal of AMA	8,527	7,616	911	—	2,944	259,943	214,835	—	32.80	52	B
170 Starlog	8,371	166	483	7,722	83	359,600	27,600	330,000	23.28	12	C
171 New Equipment Digest	8,300	8,300	—	—	2,550	182,872	—	—	45.39	12	B
172 Professional Builder & Apt. Bus.	8,260	8,032	228	—	1,491	108,587	7,609	—	76.07	12	B
173 Detroit Free Press Sunday	8,200	8,200	—	—	2,294	715,657	—	—	11.46	52	C
174 Chicago	8,145	5,900	1,579	665	1,842	186,392	154,712	31,680	43.70	12	C
175 Purchasing Magazine	8,125	8,125	—	—	3,010	90,000	—	—	90.28	24	B
176 Runner's World	8,088	3,617	2,556	1,915	700	434,796	275,251	159,545	18.60	12	C
177 United Mainliner	7,912	7,912	—	—	1,156	320,000	—	—	24.72	12	C
178 "W"	7,898	5,100	2,580	218	726	185,764	177,691	8,073	42.52	27	C
179 Weight Watcher's Magazine	7,849	1,316	4,046	2,487	252	811,661	604,400	207,261	9.67	12	C
180 Swank	7,718	320	—	7,398	240	241,770	—	241,770	31.92	12	C
181 Industrial Equipment News	7,660	7,660	—	—	2,452	175,894	—	—	43.55	12	B
182 American Journal of Nursing	7,540	3,485	4,055	—	1,168	342,417	342,417	—	22.02	12	B
183 Dun's Review	7,458	7,147	311	—	1,013	280,088	19,451	—	26.63	12	C
184 Sail	7,446	4,311	1,652	1,483	1,549	172,797	111,006	61,797	43.09	12	C
185 Natural History	7,425	2,704	4,592	129	428	469,531	459,189	10,342	15.81	10	C
186 Architectural Record	7,342	6,228	1,114	—	1,755	55,403	55,403	—	132.51	15	B
187 Circus Magazine	7,328	522	565	6,240	275	135,000	39,000	96,000	54.28	52	C
188 The Travel Agent Magazine	7,309	7,215	95	—	7,384	30,143	25,468	—	242.49	104	B
189 Family Health	7,305	1,140	6,117	49	291	804,264	801,555	2,709	9.08	12	C
190 EDN	7,221	7,221	—	—	3,207	94,627	—	—	76.31	24	B
191 Iron Age	7,196	7,052	145	—	3,082	109,613	4,824	—	65.65	52	B
192 Travel Trade	7,184	7,084	100	—	7,000	24,419	19,940	—	294.18	52	B
193 Ms.	7,138	3,269	2,897	972	596	504,833	431,183	73,650	14.14	12	C
194 The Farmer	7,054	6,197	857	—	1,422	171,379	171,379	—	41.16	23	B
195 Institutional Investor	7,050	6,413	637	—	2,446	44,775	10,118	—	157.46	12	B
196 Nation's Restaurant News	7,005	6,400	549	56	1,428	62,719	61,438	1,281	111.69	25	B
197 Electronic Engineering Times	7,000	7,000	—	—	1,945	93,256	—	—	75.06	26	B
198 World Tennis	6,929	3,417	3,105	406	494	391,801	357,940	33,861	17.68	12	C
199 Signature	6,852	3,371	3,480	1	559	623,706	623,615	92	10.99	12	C
200 Hoard's Dairyman	6,850	5,786	1,064	—	936	217,722	217,722	—	31.46	23	B

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201 Restaurant Business	6,798	6,798	—		2,045	69,954	—	—	97.18	15	B
202 Automotive News	6,734	4,946	1,787	—	2,161	65,463	65,463	—	102.86	52	B
203 Wallace's Farmer	6,679	5,923	756	—	1,544	127,392	127,392	—	52.43	23	B
204 Ski	6,668	4,280	1,529	859	582	423,384	325,202	98,183	15.75	7	C
205 American Legion Magazine	6,595	2,710	3,886	—	323	2,588,291	2,588,291	—	2.55	12	C
206 Supermarket News	6,565	6,139	427	—	1,395	57,938	57,938	—	113.69	52	B
207 National Wildlife	6,548	—	6,548	—	—	874,500	874,500	—	7.49	6	C
208 Philadelphia's Inquirer Today	6,482	6,482	—	—	1,138	844,472	—	—	7.79	52	C
209 Petersen's Photographic	6,437	3,595	1,517	1,324	599	270,829	197,251	73,578	23.77	12	C
210 Boating	6,379	4,801	981	596	1,275	180,525	147,398	33,127	35.33	12	C
211 Harvard Business Review	6,373	1,922	4,411	40	408	212,044	210,389	1,655	30.06	6	C
212 Workbasket	6,326	1,286	4,807	232	307	1,640,747	1,608,459	32,288	3.86	12	C
213 Co-ed	6,231	3,057	2,698	475	317	802,507	754,982	47,525	7.76	10	C
214 Navy Times	6,217	3,389	2,033	345	2,064	86,513	79,869	6,644	71.86	52	C
215 The Atlantic	6,209	2,154	3,474	581	393	339,029	306,760	32,269	18.31	12	C
216 Arizona Highways	6,175	—	5,500	675	—	587,500	550,000	37,500	10.51	12	C
217 Elec. Constr. & Maintenance	6,070	5,060	1,010	—	1,460	72,145	72,145	—	84.14	12	B
218 Chemical & Engineering News	6,048	4,797	1,251	—	1,416	120,839	120,839	—	50.05	52	B
219 Trailer Life	6,020	3,750	1,845	426	1,490	322,470	296,195	26,275	18.67	12	C
220 Jack and Jill	5,991	26	4,113	1,852	11	568,148	420,000	148,148	10.54	10	C
221 Eros	5,918	—	—	5,918		179,335	—	179,335	33.00	12	C
222 Patient Care	5,910	5,910	—		2,268	107,912	—	—	54.77	21	B
223 American Baby Magazine	5,907	5,907	—	—	409	1,000,000	—	—	5.91	12	C
224 Mad Specials	5,810	—	5,810	—	—	1,162,000	—	1,162,000	5.00	4	C
225 Motor News	5,796	956	4,840	—	249	806,612	806,612	—	7.19	12	B
226 Moneysworth	5,761	1,750	4,011	—	246	869,211	862,511	—	6.63	12	C
227 Byte	5,683	2,984	2,205	494	1,842	147,691	127,094	20,597	38.48	12	B
228 Players	5,677	215	148	5,314	92	205,687	6,156	196,812	27.60	12	C
229 Eastern Review	5,650	5,650	—		1,001	312,625	—	—	18.07	12	C
230 Progressive Grocer	5,622	5,622	—	—	1,001	83,104	—	—	67.65	12	B
231 Sesame Street	5,619	—	3,219	2,400	—	835,000	515,000	320,000	6.73	10	C
232 Meetings & Conventions	5,600	5,600	—	—	1,559	73,672	—	—	76.01	12	B
233 Club International	5,573	60	263	5,250	216	187,000	12,000	175,000	29.80	12	C
234 V.F.W. Magazine	5,447	1,914	3,534	—	220	1,766,811	1,766,811	—	3.08	12	C
235 RN Magazine	5,440	2,004	3,435	—	676	283,125	264,249	—	19.21	12	B
236 Colonial Homes/House Beautiful	5,418	1,413	1,753	2,252	266	415,604	227,971	187,633	13.04	6	C
237 Power	5,309	4,806	503	—	1,659	51,552	50,314	—	102.99	12	B
238 Audubon	5,264	1,224	4,041	—	224	316,069	310,832	—	16.66	6	C
239 Black Enterprises	5,262	4,362	881	19	540	221,976	147,883	1,263	23.71	12	B
240 Air Force Times	5,248	2,242	2,561	445	1,704	108,377	99,987	8,390	48.43	53	C
241 Business & Commercial Aviation	5,236	5,236	—	—	1,039	50,312	—	—	104.07	12	B
242 Instructor	5,205	2,479	2,719	7,640	881	258,269	257,887	382	20.15	10	B
243 Modern Materials Handling	5,158	5,158	—	—	1,731	97,950	—	—	52.66	14	B
244 Popular Hot Rodding	5,149	1,358	481	3,310	538	298,544	77,882	220,662	17.25	12	C
245 Interior Design	5,124	3,741	925	458	2,293	47,921	37,020	10,901	106.92	12	B
246 Harper's Magazine	5,100	1,500	3,020	580	360	300,522	268,314	32,208	16.97	12	C
247 The AOPA Pilot	5,069	2,686	2,383	—	774	238,126	238,126	—	21.29	12	B
248 Boston Globe Sunday	5,055	5,055	—	—	1,766	710,442	—	—	7.12	52	C
249 Fleet Owner	5,055	5,055	—	—	1,426	77,986	—	—	64.81	12	B
250 Body Forum	5,000	—	5,000	—	—	500,000	500,000	—	10.00	12	C

* gross revenue ÷ average circulation

A Folio400

	Est. 1979 total revenue ($000)	Est. 1979 ad revenue ($000)	Est. 1979 sub. revenue ($000)	Est. 1979 newstd. rev. ($000)	Est. 1979 ad pages	Est. 1979 average circulation	Est. 1979 avg. no. sub. copies sold per issue	Est. 1979 avg. no. newstd. copies sold per issue	Est. 1979 gross unit revenue*	Bus./Cons. Issues per year	
251 Industrial Research & Development	4,950	4,950	—	—	1,597	103,742	—	—	47.71	12	B
252 Modern Salon	4,927	3,286	1,641	—	885	137,665	118,811		35.79	12	C
253 Playbill	4,922	4,922	—	—	535	1,020,000	—	—	4.83	12	C
254 Variety	4,836	2,655	1,158	1,024	3,161	52,917	25,726	13,684	91.40	52	B
255 L. I. Newsday Sunday	4,726	4,726	—	—	1,636	563,916	—	—	8.38	52	C
256 Working Woman	4,706	1,322	2,688	695	361	303,013	264,388	38,625	15.53	12	C
257 Journal of Accountancy	4,672	1,300	3,372	—	550	230,059	230,059	—	20.31	12	B
258 S. F. Chronicle Sunday	4,661	4,661	—	—	1,401	662,303	—	—	7.03	52	C
259 Motor Boating & Sailing	4,660	3,078	933	650	1,478	133,646	97,562	36,084	34.87	12	C
260 Stag	4,640	144	—	4,496	216	127,000	—	127,000	36.53	12	C
261 Washington Post Magazine	4,600	4,600	—	—	1,618	768,000	—	—	5.99	52	C
262 Cleveland Plain Dealer Sunday	4,570	4,570	—	—	1,930	452,808	—	—	10.09	52	C
263 Housing	4,546	3,210	1,335	—	696	85,661	85,661	—	53.07	12	B
264 Medical World News	4,542	4,542	—	—	1,269	175,710	—	—	25.85	26	B
265 Modern Plastics	4,525	3,540	985	—	1,475	50,115	50,115	—	90.28	12	B
266 Sea	4,514	2,617	1,326	571	983	163,918	132,203	31,715	27.54	12	C
267 Construction Equipment	4,492	4,492	—	—	1,343	74,108	—	—	60.61	13	B
268 American Machinist	4,441	4,441	—	—	1,700	61,984	—	—	71.65	12	B
269 Linn's Stamp News	4,394	2,916	1,191	287	4,283	85,766	79,393	6,374	51.24	53	C
270 Pickup, Van & 4WD	4,394	2,195	1,128	1,072	638	242,325	170,883	71,442	18.13	12	C
271 The Chronicle of Higher Education	4,381	2,674	1,706	—	1,540	68,593	68,593	—	63.86	46	B
272 Electrical World	4,375	4,027	348	183	1,479	26,939	23,133	—	162.40	24	B
273 Computer Design	4,370	4,370	—	—	169	67,138	—	—	65.09	12	B
274 Coin World	4,347	2,429	1,176	742		92,670	78,392	14,278	49.45	52	C
275 Atlanta Jrnl Constitution Sunday	4,330	4,300	—	—	1,579	529,220	—	—	8.18	52	C
276 Milwaukee Journal Sunday	4,329	4,329	—	—	1,302	533,626	—	—	8.11	52	C
277 Diversion	4,325	4,325	—	—	1,644	179,688	—	—	24.07	12	B
278 Postgraduate Medicine	4,317	4,288	29	—	1,605	108,890	1,129	—	39.65	12	B
279 Hadassah Magazine	4,315	737	3,578	—	235	357,758	357,758	—	12.06	10	C
280 American Family Physician	4,296	4,296	—	—	1,658	128,921	—	—	33.32	12	B
281 Modern Medicine	4,281	4,281	—	—	1,546	122,039	—	—	35.08	21	B
282 Miami Herald Sunday	4,270	4,270	—	—	1,271	506,989	—	—	8.42	52	C
283 Publishers Weekly	4,261	3,752	509	—	2,906	36,621	36,325	—	116.35	52	B
284 TWA Ambassador	4,244	4,244	—	—	683	358,000	—	—	11.85	12	C
285 Progressive Architecture	4,236	3,471	765	—	1,093	72,226	72,226	—	58.65	12	B
286 Woodall's Trailer & RV Travel	4,199	2,552	1,352	294	766	289,678	270,079	19,600	14.50	12	C
287 Moody Monthly	4,197	1,374	2,524	299	625	309,036	280,765	21,771	13.58	11	B
288 Columbia	4,185	366	3,819	—	150	1,273,000	1,273,000	—	3.29	12	C
289 American Way	4,181	4,181	—	—	741	250,000	—	—	16.72	12	C
290 Heavy Duty Trucking	4,179	4,179	—	—	1,312	86,681	—	—	48.21	12	B
291 Skin Diver	4,178	2,450	1,062	666	706	175,679	138,700	36,980	23.78	12	C
292 Magazine Antiques	4,176	2,090	2,007	79	1,668	76,284	74,397	1,888	54.74	12	C
293 Philadelphia	4,146	2,420	1,093	633	1,790	138,494	108,346	30,148	29.93	12	C
294 Chemical Processing	4,138	4,138	—	—	1,609	80,089	—	—	51.67	14	B
295 L'Officiel/USA	4,131	1,369	1,529	1,233	628	128,330	81,885	46,445	32.19	9	C
296 Coal Age	4,061	3,807	254	—	2,176	20,935	20,935	—	194.00	12	B
297 Ind. Maintenance & Plant Oper.	4,048	4,048	—	—	697	105,571	—	—	38.35	12	B
298 Chain Store Age Supermarkets	4,036	4,000	36	—	804	103,692	1,297	—	38.93	12	B
299 Denver Post Sunday	4,028	4,028	—	—	2,850	357,047	—	—	11.28	52	C
300 Early American Life	3,938	1,033	2,736	169	240	335,801	316,989	18,812	11.73	6	C

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A Folio400

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301 Workbench	3,922	1,587	2,147	187	375	642,572	611,333	31,239	6.10	6	C
302 Engineering & Mining Journal	3,908	3,559	349	—	1,705	23,359	23,359	—	167.31	12	B
303 Audio	3,890	2,618	768	505	1,010	116,764	84,393	32,371	33.32	12	C
304 Our Sunday Visitor	3,882	700	450	2,732	327	238,569	58,468	175,102	16.27	52	C
305 Phoenix Arizona Rep. Sunday	3,878	3,878	—	—	1,882	393,396	—	—	9.86	52	C
306 Electronic Products Magazine	3,875	3,875	—	—	1,359	92,106	—	—	42.07	12	B
307 The Elks Magazine	3,874	1,818	2,057	—	305	1,643,080	1,643,080	—	2.36	12	C
308 Telephony	3,860	3,363	450	48	3,707	34,297	26,546	451	112.56	53	B
309 Product Design & Development	3,850	3,850	—	—	1,275	118,422	—	—	32.51	12	B
310 Radio Electronics	3,844	1,780	1,061	1,003	823	181,889	114,997	66,892	21.14	12	C
311 Successful Meetings	3,836	3,836	—	—	1,154	70,343	—	—	54.53	12	B
312 Houston Home/Garden	3,834	2,659	757	417	1,353	73,646	55,783	—	52.06	12	C
313 Pittsburgh Press Sunday	3,825	3,825	—	—	1,054	655,969	—	—	5.83	52	C
314 Financial World	3,787	2,097	1,558	132	955	63,925	59,514	4,411	59.25	24	C
315 Artnews	3,786	1,845	845	1,096	1,070	100,005	56,166	43,839	37.86	10	C
316 Games	3,780	531	3,013	235	146	536,764	505,377	31,387	7.04	6	C
317 Crossroads	3,773	1,119	2,654	—	65	2,250,004	1,105,874	—	1.68	6	C
318 True Confessions	3,769	610	75	3,084	428	269,462	12,462	257,000	13.99	12	C
319 Graphic Arts Monthly	3,750	3,750	—	—	1,923	76,969	—	—	48.72	12	B
320 Hospitals	3,739	3,598	141		2,162	79,959	7,074	—	46.77	24	B
321 Flower & Garden Magazine	3,730	1,130	2,526	74	316	505,703	498,978	6,725	7.38	11	C
322 Blair & Ketchum's Country Journal	3,710	1,475	1,925	309	566	196,126	176,280	19,847	18.92	12	C
323 Hardware Retailing	3,696	3,612	84	—	1,660	63,646	42,593	—	58.08	12	B
324 Sales & Marketing Management	3,692	2,402	1,290	—	832	46,057	46,057	—	80.15	16	C
325 Alaska	3,676	725	1,975	976	633	188,034	133,801	54,233	19.55	12	C
326 The Washingtonian Magazine	3,654	2,369	798	488	1,509	98,045	74,815	23,230	37.27	12	C
327 Gifts & Decorative Accessories	3,647	3,100	547	—	2,100	32,582	32,582	—	111.94	12	B
328 Learning	3,625	1,557	2,068	—	532	216,725	216,725	—	16.73	9	B
329 Photoplay	3,610	740	1,486	1,384	426	335,615	209,765	125,850	10.76	11	C
330 Hydrocarbon Processing	3,601	3,284	317	—	2,949	33,059	—	—	108.93	12	B
331 Bassmaster	3,601	1,534	2,067	—	408	295,247	295,247	—	12.20	7	C
332 Christianity Today	3,589	1,150	2,425	14	659	179,679	179,119	560	19.98	22	C
333 American Photographer	3,575	960	1,655	960	320	172,000	132,000	40,000	20.79	12	C
334 Annals of Internal Medicine	3,554	1,790	1,764	—	1,298	91,602	91,602	—	38.80	12	B
335 Wisconsin Agriculturist	3,541	3,081	460	—	1,120	85,704	85,704	—	41.32	23	B
336 Western Horseman	3,530	1,690	846	994	826	165,444	99,178	66,266	21.34	12	C
337 Motor Magazine	3,521	2,352	1,169	—	526	129,850	129,850	—	27.11	12	B
338 Catholic Digest	3,519	645	2,321	553	421	542,443	480,967	61,476	6.49	12	C
339 Commercial Car Journal	3,511	3,511	—	—	1,463	75,731	—	—	46.36	12	B
340 The Office Magazine	3,500	3,500	—	—	1,617	124,666	—	—	28.08	12	B
341 Packaging Digest	3,487	3,487	—	—	1,104	70,422	—	—	49.51	13	B
342 Today's Education	3,471	1,600	1,871		260	1,686,000	1,686,000		2.06	4	B
343 Air Conditioning-Htg./Refrig.	3,460	2,700	760		1,550	30,466	30,466		113.58	52	B
344 Chemical Marketing Reporter	3,456	2,912	543		2,629	17,070	17,070		202.44	52	B
345 Emergency Medicine	3,443	3,443			1,644	114,003			30.20	12	B
346 Building Supply News	3,442	3,442			1,530	34,475			99.85	12	B
347 Highway & Heavy Construction	3,430	3,430			1,210	70,670			48.54	12	B
348 Plastics Technology	3,430	3,430			1,308	38,780			88.45	13	B
349 Daily Word	3,425		3,425			1,925,000	1,925,000		1.78	12	C
350 Heavy Metal	3,423	188	329	2,906	124	194,351	32,928	161,424	17.61	12	C

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351 Tiger Beat	3,421	417	516	2,489	136	346,202	69,699	276,503	9.88	12	C
352 Delta Sky	3,410	3,410	—	—	568	290,000	—	—	11.76	12	C
353 Power Engineering	3,409	3,409	—	—	1,084	47,206	—	—	72.22	12	B
354 American Artist	3,400	1,245	1,830	326	644	137,759	119,649	18,110	24.68	12	C
355 Cincinnati Inquirer Sunday	3,369	3,369	—	—	1,685	289,575	—	—	11.63	52	C
356 Model Railroader	3,365	819	1,217	1,329	1,095	176,951	88,291	88,660	19.02	12	C
357 Capper's Weekly	3,353	618	2,735	—	384	419,733	419,733	—	7.99	52	C
358 Consultant	3,349	3,349	—	—	1,243	150,000	—	—	22.33	12	B
359 Minneapolis Tribune Sunday	3,343	3,343	—	—	1,162	607,872	—	—	5.50	52	C
360 Tooling Production	3,322	3,322	—	—	1,808	70,056	—	—	47.42	12	B
361 Country Music	3,315	1,038	2,240	36	301	318,527	315,628	2,899	10.41	10	C
362 Discount Store News	3,312	3,191	121	—	900	28,944	25,262	—	114.43	24	B
363 Adam	3,308	136	161	3,011	81	132,783	7,336	125,447	24.91	12	C
364 Shooting Times	3,284	784	779	1,721	489	185,000	89,405	95,595	17.75	12	C
365 Motorcyclist Magazine	3,263	1,572	615	1,076	470	169,921	98,189	71,733	19.20	12	C
366 Bakery Production & Marketing	3,260	3,260	—	—	1,872	27,437	—	—	118.82	13	B
367 Drug Therapy	3,246	3,200	46	—	1,700	240,617	—	—	13.49	12	B
368 Autoweek	3,234	1,604	1,311	319	1,909	80,741	74,598	6,143	40.05	52	B
369 Indianapolis Star Sunday	3,199	3,199	—	—	1,477	355,622	—	—	8.99	52	C
370 Houston Chronicle Texas Sunday	3,188	3,188	—	—	1,669	426,685	—	—	7.47	52	C
371 Infosystems	3,186	3,186	—	—	916	103,810	—	—	30.69	12	B
372 Motor Age	3,180	2,504	676	—	615	142,700	68,994	—	22.29	12	B
373 16 Magazine	3,172	188	96	2,889	79	250,324	9,611	240,713	12.67	12	C
374 Nuestro	3,172	800	1,632	740	298	196,453	140,653	53,807	16.14	11	C
375 Vogue Patterns	3,157	374	726	2,056	154	460,977	186,823	274,154	6.85	6	C
376 Louisville Sunday	3,149	3,149	—	—	1,552	335,604	—	—	9.38	52	C
377 Drug Store News	3,116	2,828	288	—	1,257	37,154	28,769	—	83.86	26	B
378 Production Engineering	3,099	3,099	—		928	90,779	—	—	34.14	12	B
379 Inc.	3,097	3,097	—	—	473	400,000	—	—	7.74	12	C
380 Restaurant Hospitality	3,091	3,091	—	—	1,125	46,604	—	—	66.33	12	B
381 Modern Office Procedures	3,074	3,074	—	—	1,216	119,430	—	—	25.74	12	B
382 PSA California Magazine	3,064	3,064	—	—	1,437	66,700	—	—	45.93	12	C
383 Chain Store Age Gen'l Merch.	3,056	2,878	178	—	957	30,500	25,500	—	100.21	12	B
384 Quest	2,989	137	2,592	260	270	303,286	284,745	18,541	9.86	8	C
385 Hospital Practice	2,981	2,981	—	—	1,072	190,566	—	—	15.64	12	B
386 Production	2,974	2,974	—	—	1,098	83,684	—	—	35.54	13	B
387 ABA Journal	2,970	2,191	778	—	655	259,392	259,392	—	11.45	12	B
388 Institutional Distribution	2,947	2,947	—	—	1,177	23,290	—	—	127.69	12	B
389 Motorboat	2,945	1,599	850	495	719	130,404	102,893	27,511	22.58	12	C
390 Builder (NAHB)	2,943	—	1,258	—	715	110,178	105,803	—	26.71	12	B
391 Men's Wear	2,929	2,543	386	—	807	22,825	22,825	—	128.34	24	B
392 Geo	2,912	512	2,400	—	128	100,000	100,000	—	29.12	12	C
393 Mini-Micro Systems	2,910	2,910	—	—	986	86,741	—	—	33.55	12	B
394 Material Handling Engineering	2,883	2,883	—	—	1,217	98,000	—	—	29.42	14	B
395 The Rotarian	2,854	791	2,063	—	254	458,343	458,343	—	6.23	12	C
396 Columbus Dispatch Sunday	2,850	2,850	—	—	1,622	343,589	—	—	8.29	52	C
397 Dirt Bike	2,840	612	380	1,848	263	162,684	39,497	123,187	17.46	12	C
398 Pensions & Investments	2,838	2,540	298	—	589	27,043	9,929	—	104.93	24	C
399 Seattle Times Sunday	2,826	2,826	—	—	1,336	348,333	—	—	8.11	52	C
400 IEEE Spectrum	2,826	2,125	701	—	850	182,347	175,372	—	15.50	12	B

* gross revenue ÷ average circulation

B

Top 100 consumer magazines by average circulation

		Est. 1979 average circulation	Rank in 400
1	Parade	21,800,000	14
2	TV Guide	19,285,561	1
3	Reader's Digest	17,991,436	3
4	Family Weekly	11,942,602	22
5	National Geographic	10,331,694	16
6	Better Homes and Gardens	8,052,429	9
7	Family Circle	7,682,591	8
8	Woman's Day	7,531,447	10
9	Modern Maturity	6,784,929	104
10	McCall's Magazine	6,514,813	17
11	Ladies Home Journal	5,567,639	19
12	Playboy	5,393,830	7
13	Good Housekeeping	5,224,734	13
14	National Enquirer	5,017,879	15
15	Penthouse	4,681,586	11
16	McCall's Needlework & Crafts	4,500,000	32
17	Time	4,293,584	2
18	Decision	4,020,500	120
19	Scholastic Magazine	3,461,063	100
20	Guideposts	3,281,523	109
21	The Star	3,226,261	23
22	Newsweek	2,934,307	4
23	Cosmopolitan	2,756,835	20
24	American Legion Magazine	2,588,291	205
25	Consumer Reports	2,320,000	45
26	People	2,288,266	6
27	Sports Illustrated	2,280,989	5
28	Crossroads	2,250,004	317
29	New York News Magazine	2,238,000	64
30	U. S. News & World Report	2,055,116	18
31	Field & Stream	2,043,002	39
32	Daily Word	1,925,000	349
33	Glamour	1,870,610	25
34	Smithsonian	1,813,661	38
35	Southern Living	1,800,987	29
36	Popular Science	1,800,962	42
37	V.F.W. Magazine	1,766,811	234
38	Outdoor Life	1,720,884	46
39	Mechanix Illustrated	1,715,943	53
40	The Elks Magazine	1,643,080	307
41	Hustler	1,642,256	26
42	Workbasket	1,640,747	212
43	Popular Mechanics	1,639,467	40
44	True Story	1,617,716	69
45	Midnight Globe	1,565,846	33
46	Boys' Life	1,557,000	157
47	Parents	1,448,852	68
48	New York Times Magazine	1,425,000	30
49	Seventeen	1,411,813	37
50	Sunset	1,393,811	34
51	Life	1,332,074	35
52	Changing Times	1,327,806	102
53	L. A. Times Home Magazine	1,323,000	72
54	Columbia	1,273,000	288
55	Ebony	1,267,000	43
56	Nation's Business	1,247,269	50
57	Organic Gardening	1,219,217	85
58	Sport	1,214,013	90
59	Psychology Today	1,176,656	52
60	Mad Specials	1,162,000	224
61	Chicago Tribune	1,157,870	117
62	Highlights for Children	1,136,500	87
63	New Woman	1,132,305	88
64	Bon Appetit	1,130,159	67
65	'Teen	1,040,229	108
66	Playbill	1,020,000	253
67	Book Digest Magazine	1,018,371	115
68	House & Garden	1,009,820	36
69	American Baby Magazine	1,000,000	223
70	Vogue	994,966	31
71	Golf Digest	972,382	54
72	Grit	950,531	63
73	Mademoiselle	944,110	44
74	The Family Handyman	936,762	162
75	Travel & Leisure	930,700	60
76	Hot Rod	886,560	75
77	House Beautiful	885,494	49
78	National Wildlife	874,500	207
79	1001 Decorating Ideas	873,028	135
80	Moneysworth	869,211	226
81	Oui	865,895	58
82	Money	852,946	48
83	Consumer's Digest	850,000	137
84	Philadelphia's Inquirer Today	844,472	208
85	Us	844,419	57
86	Sesame Street	835,000	231
87	Popular Photography	827,711	41
88	Detroit News Sunday Magazine	820,139	146
89	Yankee	816,536	125
90	Self	815,467	111
91	Weight Watcher's Magazine	811,661	179
92	Decorating & Craft Ideas	808,637	134
93	Family Health	804,264	189
94	Co-ed	802,507	213
95	Business Week	799,728	12
96	Forum	787,606	93
97	Cuisine	786,592	155
98	Travel/Holiday	773,857	147
99	Apartment Life	769,164	106
100	Washington Post Magazine	768,000	261

Top 100 consumer magazines by advertising revenue

	Est.1979 ad revenue ($000)	Est. 1979 ad unit revenue*	Rank in 400
1 Time	228,867	53.30	2
2 TV Guide	220,184	11.42	1
3 Newsweek	171,314	58.38	4
4 Parade	135,186	6.20	14
5 Sports Illustrated	126,570	55.49	5
6 Business Week	119,016	148.82	12
7 Reader's Digest	112,543	6.26	3
8 Family Circle	94,980	12.36	8
9 Better Homes and Gardens	93,913	11.66	9
10 Woman's Day	90,887	12.07	10
11 People	89,260	39.01	6
12 Family Weekly	82,636	6.92	22
13 Good Housekeeping	80,599	15.43	13
14 U. S. News & World Report	68,617	33.39	18
15 McCall's Magazine	67,159	10.31	17
16 Playboy	55,702	10.33	7
17 Ladies Home Journal	52,421	9.42	19
18 Cosmopolitan	50,063	18.16	20
19 Fortune	49,088	73.29	24
20 New York Times Magazine	46,812	32.85	30
21 The New Yorker	40,220	80.53	27
22 Forbes	37,966	56.11	28
23 Glamour	33,904	18.12	25
24 Southern Living	30,711	17.05	29
25 National Geographic	30,309	2.93	16
26 Penthouse	27,372	5.85	11
27 Vogue	26,939	27.08	31
28 Sunset	26,320	18.88	34
29 Consumer Reports	25,865		45
30 House & Garden	24,597	24.36	36
31 Popular Photography	24,395	29.47	41
32 National Enquirer	24,000	4.78	15
33 New York News Magazine	20,598	9.20	64
34 Field & Stream	20,417	9.99	39
35 Seventeen	19,155	13.57	37
36 Popular Mechanics	19,125	11.67	40
37 L. A. Times Home Magazine	18,465	13.96	72
38 Ebony	17,027	13.44	43
39 New York	16,922	42.99	51
40 House Beautiful	16,737	18.90	49
41 Popular Science	16,663	9.25	42
42 Outdoor Life	16,292	9.47	46
43 Golf Digest	15,500	15.94	54
44 Mademoiselle	14,635	15.50	44
45 Mechanix Illustrated	14,170	8.26	53
46 Psychology Today	13,810	11.74	52
47 Travel & Leisure	13,708	14.73	60
48 Scientific American	13,641	19.48	47
49 Life	13,215	9.92	35
50 Stereo Review	13,198	25.07	78
51 Smithsonian	13,143	7.25	38
52 Chicago Tribune	12,321	10.64	117
53 Prevention	12,289	46.49	118
54 Money	11,663	13.67	48
55 Car and Driver	11,328	15.65	73
56 The Star	11,200	3.47	23
57 Rolling Stone	10,640	15.83	56
58 New West Magazine	10,200	34.44	98
59 Modern Photography	10,155	16.64	79
60 Detroit News Sunday Magazine	9,797	11.95	146
61 Cycle	9,672	20.88	92
62 Nation's Business	9,182	7.36	50
63 Skiing	9,154	20.31	123
64 Golf	9,023	12.72	97
65 Road & Track	8,833	14.99	74
66 Modern Bride	8,797	31.13	121
67 Parents	8,760	6.05	68
68 Architectural Digest	8,519	19.21	65
69 Esquire	8,510	12.98	80
70 Harper's Bazaar	8,323	13.25	77
71 Bon Appetit	8,216	7.30	67
72 Detroit Free Press Sunday	8,200	11.46	173
73 Apartment Life	8,198	10.66	106
74 United Mainliner	7,912	24.72	177
75 Motor Trend	7,897	10.42	86
76 Hot Rod	7,896	8.91	75
77 Gourmet	7,330	11.07	91
78 Dun's Review	7,147	25.52	183
79 High Fidelity	7,123	19.36	138
80 Midnight Globe	7,072	4.52	33
81 Town & Country	6,903	35.40	140
82 True Story	6,599	4.08	69
83 Philadelphia's Inquirer Today	6,482	7.79	208
84 Essence Magazine	6,472	10.77	122
85 Bride's	6,250	20.43	148
86 Tennis	6,117	13.69	153
87 Sport	6,100	5.02	90
88 Texas Monthly	6,046	24.64	158
89 Los Angeles Magazine	6,039	39.37	164
90 Yachting	5,966	39.54	167
91 Army Times	5,949	39.51	151
92 American Baby Magazine	5,907	5.91	223
93 Chicago	5,900	31.65	174
94 Gentlemen's Quarterly	5,851	13.29	94
95 Us	5,829	6.90	57
96 Book Digest Magazine	5,815	5.71	115
97 Eastern Review	5,650	18.07	229
98 Organic Gardening	5,565	4.56	85
99 Cycle World	5,500	16.62	168
100 Sports Afield	5,421	10.20	136

* ad revenue - average circulation

Top 100 consumer magazines by advertising pages

		Est.1979 ad pages	Rank in 400
1	Business Week	5,107	12
2	New York Times Magazine	4,348	30
3	Linn's Stamp News	4,283	269
4	The New Yorker	4,178	27
5	TV Guide	3,731	1
6	People	3,612	6
7	Newsweek	3,437	4
8	Time	3,310	2
9	Sports Illustrated	2,948	5
10	Denver Post Sunday	2,850	299
11	Forbes	2,641	28
12	Los Angeles Magazine	2,560	164
13	Cosmopolitan	2,453	20
14	Vogue	2,325	31
15	Fortune	2,301	24
16	Detroit Free Press Sunday	2,292	173
17	Yachting	2,275	167
18	New York	2,225	51
19	Detroit News Sunday Magazine	2,147	146
20	U. S. News & World Report	2,070	18
21	Navy Times	2,064	214
22	Glamour	2,041	25
23	Good Housekeeping	1,995	13
24	Cleveland Plain Dealer Sunday	1,930	262
25	Chicago Tribune	1,886	117
26	Phoenix Arizona Rep. Sunday	1,882	305
27	Army Times	1,872	151
28	Popular Photography	1,868	41
29	Barron's	1,854	112
30	Chicago	1,842	174
31	Family Circle	1,797	8
32	Philadelphia	1,790	293
33	Boston Globe Sunday	1,766	248
34	Sunset	1,705	34
35	Air Force Times	1,704	240
36	L. A. Times Home Magazine	1,688	72
37	Cincinnati Inquirer Sunday	1,685	355
38	Better Homes and Gardens	1,684	9
39	Southern Living	1,678	29
40	Houston Chronicle Texas Sunday	1,669	370
41	Magazine Antiques	1,668	292
42	Woman's Day	1,638	10
43	L. I. Newsday Sunday	1,636	255
44	Columbus Dispatch Sunday	1,622	396
45	Washington Post Magazine	1,618	261
46	Atlanta Jrnl Constitution Sunday	1,579	275
47	New West Magazine	1,554	98
48	Louisville Sunday	1,552	376
49	Sail	1,549	184
50	The Washingtonian Magazine	1,509	326
51	New York News Magazine	1,503	64
52	Trailer Life	1,490	219
53	Modern Photography	1,489	79
54	Mademoiselle	1,482	44
55	Motor Boating & Sailing	1,478	259
56	Indianapolis Star Sunday	1,477	369
57	PSA California Magazine	1,437	382
58	Popular Mechanics	1,431	40
59	Texas Monthly	1,418	158
60	House & Garden	1,417	36
61	National Enquirer	1,404	15
62	S. F. Chronicle Sunday	1,401	258
63	Playboy	1,400	7
64	Reader's Digest	1,385	3
65	Seventeen	1,383	37
66	Houston Home/Garden	1,353	312
67	McCall's Magazine	1,351	17
68	Ladies Home Journal	1,343	19
69	Seattle Times Sunday	1,336	399
70	Milwaukee Journal Sunday	1,302	276
71	Bride's	1,298	148
72	Yankee	1,290	125
73	Prevention	1,289	118
74	Boating	1,275	210
75	Miami Herald Sunday	1,271	282
76	House Beautiful	1,218	49
77	Modern Bride	1,215	121
78	Architectural Digest	1,214	65
79	Town & Country	1,199	140
80	Rolling Stone	1,167	56
81	Minneapolis Tribune Sunday	1,162	359
82	United Mainliner	1,156	177
83	Philadelphia's Inquirer Today	1,138	208
84	Model Railroader	1,095	356
85	Road & Track	1,085	74
86	Popular Science	1,083	42
87	Cycle	1,078	92
88	Artnews	1,070	315
89	Gentlemen's Quarterly	1,066	94
90	Pittsburgh Press Sunday	1,054	313
91	Field & Stream	1,048	39
92	Scientific American	1,044	47
93	Ebony	1,044	43
94	Family Weekly	1,024	22
95	Mechanix Illustrated	1,023	53
96	Golf Digest	1,017	54
97	Dun's Review	1,013	183
98	Audio	1,010	303
99	Eastern Review	1,001	229
100	Travel & Leisure	984	60

Top 100 consumer magazines by avg. subscription copies per issue

	Est.1979 avg.no. sub.copies sold per issue	Rank in 400
1 Reader's Digest	16,631,721	3
2 National Geographic	10,328,245	16
3 TV Guide	7,486,550	1
4 Better Homes and Gardens	7,325,328	9
5 Modern Maturity	6,736,453	104
6 McCall's Magazine	5,664,979	17
7 Ladies Home Journal	4,561,235	19
8 Decision	4,020,500	120
9 Time	4,015,184	2
10 Scholastic Magazine	3,461,063	100
11 Good Housekeeping	3,440,285	13
12 Guideposts	3,281,523	109
13 Newsweek	2,712,570	4
14 American Legion Magazine	2,588,291	205
15 Playboy	2,227,565	7
16 Sports Illustrated	2,188,667	5
17 Consumer Reports	2,185,000	45
18 U. S. News & World Report	1,985,678	18
19 Field & Stream	1,885,690	39
20 Smithsonian	1,812,152	38
21 V.F.W. Magazine	1,766,811	234
22 Southern Living	1,694,982	29
23 The Elks Magazine	1,643,080	307
24 Workbasket	1,608,459	212
25 Popular Science	1,516,488	42
26 Outdoor Life	1,505,642	46
27 McCall's Needlework & Crafts	1,500,000	32
28 Mechanix Illustrated	1,489,190	53
29 Parents	1,427,001	68
30 Changing Times	1,294,548	102
31 Columbia	1,273,000	288
32 Sunset	1,263,131	34
33 Popular Mechanics	1,237,223	40
34 Organic Gardening	1,205,235	85
35 True Story	1,158,882	69
36 Highlights for Children	1,136,500	87
37 Crossroads	1,105,874	317
38 Sport	1,047,819	90
39 Psychology Today	1,011,630	52
40 Book Digest Magazine	1,002,160	115
41 Bon Appetit	977,816	67
42 Travel & Leisure	930,700	60
43 The Family Handyman	896,800	162
44 Golf Digest	890,373	54
45 National Wildlife	874,500	207
46 Moneysworth	862,511	226
47 Consumer's Digest	850,000	137
48 Family Health	801,555	189
49 Business Week	775,186	12
50 Glamour	774,434	25
51 Money	761,084	48
52 Decorating & Craft Ideas	760,608	134
53 Co-ed	754,982	213
54 Travel/Holiday	751,855	147
55 Cuisine	741,858	155
56 'Teen	732,203	108
57 Yankee	729,256	125
58 1001 Decorating Ideas	715,417	135
59 Apartment Life	699,993	106
60 Forbes	661,971	28
61 Popular Photography	644,223	41
62 Fortune	642,744	24
63 Golf	637,551	97
64 Signature	623,615	199
65 Life	619,574	35
66 House & Garden	611,405	36
67 Workbench	611,333	301
68 Weight Watcher's Magazine	604,400	179
69 Mother Earth News	596,085	114
70 Seventeen	592,010	37
71 Esquire	575,155	80
72 Arizona Highways	550,000	216
73 Motor Trend	538,699	86
74 House Beautiful	538,568	49
75 Scientific American	528,545	47
76 Car and Driver	526,780	73
77 Hot Rod	517,907	75
78 Sesame Street	515,000	231
79 Saturday Review	514,514	142
80 Gourmet	505,654	91
81 Games	505,377	316
82 Body Forum	500,000	250
83 Flower & Garden Magazine	498,978	321
84 Modern Photography	498,256	79
85 National Enquirer	492,876	15
86 Catholic Digest	480,967	338
87 Stereo Review	464,111	78
88 Natural History	459,189	185
89 The Rotarian	458,343	395
90 The New Yorker	458,164	27
91 Self	456,862	111
92 Vogue	451,556	31
93 Ms.	431,183	193
94 Essence Magazine	420,705	122
95 Jack and Jill	420,000	220
96 Capper's Weekly	419,733	357
97 Saturday Evening Post	418,027	156
98 Sports Afield	408,407	136
99 Tennis	394,089	153
100 Jet	376,722	55

Top 100 consumer magazines by newsstand revenue

		Est. 1979 Newsstand unit revenue*	Rank in 400
	Est.1979 newstd.rev. ($000)		
1 TV Guide	214,742	18.20	1
2 Penthouse	117,916	26.52	11
3 National Enquirer	99,014	21.88	15
4 Playboy	83,969	26.52	7
5 People	73,337	38.25	6
6 Family Circle	71,832	9.35	8
7 The Star	64,683	20.80	23
8 Woman's Day	62,134	8.25	10
9 Hustler	56,891	35.40	26
10 National Geographic	51,735	15.00	16
11 Cosmopolitan	47,774	18.00	20
12 Midnight Globe	31,505	20.80	33
13 Good Housekeeping	26,767	15.00	13
14 McCall's Needlework & Crafts	24,600	8.00	32
15 High Society	20,577	39.75	61
16 Glamour	19,731	18.00	25
17 Time	18,444	66.25	2
18 Oui	18,042	24.00	58
19 Gallery	17,884	27.00	71
20 Omni	16,533	24.00	62
21 Club	16,080	30.00	81
22 Velvet	15,534	35.40	82
23 Reader's Digest	15,501	11.40	3
24 Ladies Home Journal	15,096	15.00	19
25 Newsweek	14,690	66.25	4
26 Playgirl	14,500	23.94	66
27 Vogue	13,368	24.60	31
28 Forum	13,242	18.00	93
29 Genesis	12,921	33.00	101
30 Life	12,825	18.00	35
31 Us	12,667	19.50	57
32 McCall's Magazine	12,478	15.00	17
33 Grit	12,425	20.80	63
34 Cheri	11,550	30.00	127
35 Mademoiselle	11,432	18.00	44
36 Mad Magazine	10,500	6.00	131
37 Jet	10,459	31.20	55
38 Chic	10,316	35.40	139
39 Seventeen	9,838	12.00	37
40 National Lampoon	9,196	18.00	110
41 Better Homes and Gardens	8,725	12.00	9
42 Rolling Stone	8,218	27.25	56
43 Starlog	7,722	23.40	170
44 Swank	7,398	30.60	180
45 Easyriders	7,361	18.00	163
46 High Times	7,199	24.00	166
47 Soap Opera Digest	7,182	17.10	152
48 New Woman	7,169	9.00	88
49 Self	6,455	18.00	111
50 Circus Magazine	6,240	65.00	187
51 Road & Track	6,207	23.40	74
52 Sports Illustrated	6,001	65.00	5
53 House & Garden	5,976	15.00	36
54 Hot Rod	5,972	16.20	75
55 Eros	5,918	33.00	221
56 Gentlemen's Quarterly	5,703	20.50	94
57 Harper's Bazaar	5,624	16.20	77
58 True Story	5,506	12.00	69
59 Blueboy	5,473	35.40	145
60 Players	5,314	27.00	228
61 Club International	5,250	30.00	233
62 Popular Science	5,121	18.00	42
63 Popular Mechanics	4,827	12.00	40
64 House Beautiful	4,579	13.20	49
65 Stag	4,496	35.40	260
66 Boys' Life	4,301	8.40	157
67 Car Craft	4,148	18.00	165
68 Sporting News	3,696	65.00	116
69 'Teen	3,696	12.00	108
70 U. S. News & World Report	3,611	52.00	18
71 Scientific American	3,440	20.04	47
72 Popular Hot Rodding	3,310	15.00	244
73 Popular Photography	3,303	18.00	41
74 Motor Trend	3,284	15.00	86
75 Saturday Evening Post	3,277	13.50	156
76 Bride's	3,264	12.00	148
77 Architectural Digest	3,249	32.50	65
78 True Confessions	3,084	12.00	318
79 Modern Bride	3,065	12.00	121
80 Adam	3,011	24.00	363
81 Ebony	2,985	12.00	43
82 Car and Driver	2,954	15.00	73
83 Heavy Metal	2,906	18.00	350
84 16 Magazine	2,889	12.00	373
85 Guns & Ammo	2,740	18.00	160
86 Our Sunday Visitor	2,732	15.60	304
87 Mechanix Illustrated	2,721	12.00	53
88 Barron's	2,690	39.00	112
89 Outdoor Life	2,583	12.00	46
90 Tiger Beat	2,489	9.00	351
91 Weight Watcher's Magazine	2,487	12.00	179
92 Psychology Today	2,475	15.00	52
93 Sesame Street	2,400	7.50	231
94 Essence Magazine	2,380	13.20	122
95 Modern Photography	2,349	21.00	79
96 Colonial Homes/House Beautiful	2,252	12.00	236
97 Sports Afield	2,215	18.00	136
98 Sport	2,194	13.20	90
99 The New Yorker	2,147	52.00	27
100 Vogue Patterns	2,056	7.50	375

* newstd.rev. ÷ newstd.copies sold

Top 100 consumer magazines by avg. newsstand copies sold per issue

		Est.1979 avg.no.newstd. copies sold per issue	Rank in 400
1	TV Guide	11,799,011	1
2	Family Circle	7,682,591	8
3	Woman's Day	7,531,447	10
4	National Enquirer	4,525,003	15
5	Penthouse	4,446,287	11
6	Playboy	3,166,265	7
7	The Star	3,109,778	23
8	McCall's Needlework & Crafts	3,000,000	32
9	Cosmopolitan	2,654,091	20
10	People	1,917,314	6
11	Good Housekeeping	1,784,449	13
12	Mad Magazine	1,750,000	131
13	Hustler	1,607,088	26
14	Midnight Globe	1,514,670	33
15	Reader's Digest	1,359,716	3
16	Mad Specials	1,162,000	224
17	Glamour	1,096,177	25
18	Ladies Home Journal	1,006,404	19
19	Redbook	961,364	21
20	McCall's Magazine	849,834	17
21	Seventeen	819,803	37
22	New Woman	796,559	88
23	Oui	751,769	58
24	Forum	735,663	93
25	Better Homes and Gardens	727,101	9
26	Life	712,500	35
27	Omni	688,887	62
28	Gallery	662,364	71
29	Us	649,601	57
30	Mademoiselle	635,100	44
31	Playgirl	605,745	66
32	Grit	597,361	63
33	Vogue	543,410	31
34	Club	536,000	81
35	High Society	517,650	61
36	National Lampoon	510,900	110
37	True Story	458,834	69
38	Velvet	438,825	82
39	Soap Opera Digest	420,025	152
40	Easyriders	408,965	163
41	Popular Mechanics	402,244	40
42	House & Garden	398,415	36
43	Genesis	391,560	101
44	Cheri	385,000	127
45	Hot Rod	368,653	75
46	Self	358,605	111
47	Harper's Bazaar	347,151	77
48	House Beautiful	346,927	49
49	Jet	335,234	55
50	Starlog	330,000	170
51	Sesame Street	320,000	231
52	'Teen	308,026	108
53	Rolling Stone	301,566	56
54	High Times	299,947	166
55	Chic	291,404	139
56	Popular Science	284,475	42
57	Time	278,400	2
58	Gentlemen's Quarterly	278,215	94
59	Tiger Beat	276,503	351
60	Vogue Patterns	274,154	375
61	Bride's	272,012	148
62	Road & Track	265,255	74
63	True Confessions	257,000	318
64	Modern Bride	255,415	121
65	Ebony	248,760	43
66	Saturday Evening Post	242,774	156
67	Swank	241,770	180
68	16 Magazine	240,713	373
69	Car Craft	230,471	165
70	Mechanix Illustrated	226,753	53
71	Newsweek	221,737	4
72	Popular Hot Rodding	220,662	244
73	Motor Trend	218,965	86
74	Outdoor Life	215,242	46
75	Weight Watcher's Magazine	207,261	179
76	Car and Driver	196,910	73
77	Players	196,812	228
78	Colonial Homes/House Beautiful	187,633	236
79	Popular Photography	183,488	41
80	Essence Magazine	180,286	122
81	Eros	179,335	221
82	Our Sunday Visitor	175,102	304
83	Club International	175,000	233
84	Scientific American	171,673	47
85	Sport	166,194	90
86	Psychology Today	165,026	52
87	Heavy Metal	161,424	350
88	Runner's World	159,545	176
89	1001 Decorating Ideas	157,611	135
90	Field & Stream	157,312	39
91	Gourmet	156,212	91
92	Blueboy	154,609	145
93	Bon Appetit	152,343	67
94	Guns & Ammo	152,220	160
95	Jack and Jill	148,148	220
96	Consumer Reports	135,000	45
97	Sunset	130,680	34
98	Cycle	130,585	92
99	Cycle World	128,206	168
100	Stag	127,000	260

Top 50 consumer monthlies by total revenue

H

		Est. 1979 total revenue ($000)	Est. 1979 gross unit revenue*	Rank in 400
1	Reader's Digest	261,686	14.55	3
2	Playboy	170,027	31.52	7
3	Better Homes and Gardens	162,740	20.21	9
4	Penthouse	149,290	31.89	11
5	Good Housekeeping	140,533	26.90	13
6	National Geographic	128,479	12.44	16
7	McCall's Magazine	124,521	19.11	17
8	Ladies Home Journal	102,362	18.39	19
9	Cosmopolitan	99,980	36.27	20
10	Glamour	60,758	32.48	25
11	Hustler	57,950	35.29	26
12	Southern Living	50,355	27.96	29
13	Vogue	46,755	46.99	31
14	Sunset	37,618	26.99	34
15	Life	36,975	27.76	35
16	House & Garden	35,471	35.13	36
17	Seventeen	35,064	24.84	37
18	Smithsonian	34,912	19.25	38
19	Field & Stream	33,601	16.45	39
20	Popular Mechanics	32,682	19.93	40
21	Popular Photography	32,580	39.36	41
22	Popular Science	32,069	17.81	42
23	Ebony	30,002	23.68	43
24	Mademoiselle	28,738	30.44	44
25	Consumer Reports	27,679	11.93	45
26	Outdoor Life	27,442	15.95	46
27	Scientific American	26,595	37.98	47
28	Money	26,253	30.78	48
29	House Beautiful	25,795	29.03	49
30	Nation's Business	25,025	20.06	50
31	Psychology Today	24,542	20.86	52
32	Mechanix Illustrated	24,265	14.14	53
33	Golf Digest	24,228	24.92	54
34	Oui	21,731	25.10	58
35	Travel & Leisure	21,526	23.13	60
36	Omni	20,859	29.68	62
37	Playgirl	20,221	27.70	66
38	Bon Appetit	19,762	17.50	67
39	Parents	19,574	13.51	68
40	True Story	19,383	11.98	69
41	Gallery	18,483	27.33	71
42	Car and Driver	18,237	25.20	73
43	Road & Track	18,226	30.94	74
44	Hot Rod	17,998	20.30	75
45	Harper's Bazaar	16,817	26.78	77
46	Stereo Review	16,757	31.84	78
47	Modern Photography	16,684	27.35	79
48	Club	16,490	30.35	81
49	Velvet	15,534	35.40	82
50	Organic Gardening	15,194	12.46	85

Top 50 consumer weeklies by total revenue

I

		Est. 1979 total revenue ($000)	Est. 1979 gross unit revenue*	Rank in 400
1	TV Guide	566,889	29.39	1
2	Sports Illustrated	188,276	82.54	5
3	People	171,937	75.14	6
4	Business Week	140,774	176.03	12
5	Parade	135,186	6.20	14
6	National Enquirer	129,001	25.71	15
7	U. S. News & World Report	111,004	54.01	18
8	Family Weekly	87,936	7.36	22
9	The Star	77,394	23.99	23
10	The New Yorker	51,631	103.37	27
11	New York Times Magazine	46,812	32.85	30
12	Midnight Globe	39,240	25.06	33
13	New York	24,578	62.44	51
14	Jet	23,090	32.43	55
15	Grit	20,859	21.95	63
16	New York News Magazine	20,598	9.20	64
17	L. A. Times Home Magazine	18,465	13.96	72
18	Barron's	12,685	55.15	112
19	Chicago Tribune	12,321	10.64	117
20	Sporting News	12,321	38.79	116
21	Detroit News Sunday Magazine	9,797	11.95	146
22	Detroit Free Press Sunday	8,200	11.46	173
23	Circus Magazine	7,328	54.28	187
24	Philadelphia's Inquirer Today	6,482	7.79	208
25	Navy Times	6,217	71.86	214
26	Boston Globe Sunday	5,055	7.12	248
27	L. I. Newsday Sunday	4,726	8.38	255
28	S. F. Chronicle Sunday	4,661	7.03	258
29	Washington Post Magazine	4,600	5.99	261
30	Cleveland Plain Dealer Sunday	4,570	10.09	262
31	Coin World	4,347	49.45	274
32	Atlanta Jrnl Constitution Sunday	4,330	8.18	275
33	Milwaukee Journal Sunday	4,329	8.11	276
34	Miami Herald Sunday	4,270	8.42	282
35	Denver Post Sunday	4,028	11.28	299
36	Our Sunday Visitor	3,882	16.27	304
37	Phoenix Arizona Rep. Sunday	3,878	9.86	305
38	Pittsburgh Press Sunday	3,825	5.83	313
39	Cincinnati Inquirer Sunday	3,369	11.63	355
40	Capper's Weekly	3,353	7.99	357
41	Minneapolis Tribune Sunday	3,343	5.50	359
42	Indianapolis Star Sunday	3,199	8.99	369
43	Houston Chronicle Texas Sunday	3,188	7.47	370
44	Louisville Sunday	3,149	9.38	376
45	Columbus Dispatch Sunday	2,850	8.29	396
46	Seattle Times Sunday	2,826	8.11	399

* gross revenue ÷ average circulation

Top 50 consumer monthlies by advertising pages

J

	Est.1979 ad pages	Rank in 400
1 Los Angeles Magazine	2,560	164
2 Cosmopolitan	2,453	20
3 Vogue	2,325	31
4 Yachting	2,275	167
5 Glamour	2,041	25
6 Good Housekeeping	1,995	13
7 Popular Photography	1,868	41
8 Chicago	1,842	174
9 Philadelphia	1,790	293
10 Sunset	1,705	34
11 Better Homes and Gardens	1,684	9
12 Southern Living	1,678	29
13 Magazine Antiques	1,668	292
14 Sail	1,549	184
15 The Washingtonian Magazine	1,509	326
16 Trailer Life	1,490	219
17 Modern Photography	1,489	79
18 Mademoiselle	1,482	44
19 Motor Boating & Sailing	1,478	259
20 PSA California Magazine	1,437	382
21 Popular Mechanics	1,431	40
22 Texas Monthly	1,418	158
23 House & Garden	1,417	36
24 Playboy	1,400	7
25 Reader's Digest	1,385	3
26 Seventeen	1,383	37
27 Houston Home/Garden	1,353	312
28 McCall's Magazine	1,351	17
29 Ladies Home Journal	1,343	19
30 Yankee	1,290	125
31 Prevention	1,289	118
32 Boating	1,275	210
33 House Beautiful	1,218	49
34 Town & Country	1,199	140
35 United Mainliner	1,156	177
36 Model Railroader	1,095	356
37 Road & Track	1,085	74
38 Popular Science	1,083	42
39 Cycle	1,078	92
40 Field & Stream	1,048	39
41 Scientific American	1,044	47
42 Ebony	1,044	43
43 Mechanix Illustrated	1,023	53
44 Golf Digest	1,017	54
45 Dun's Review	1,013	183
46 Audio	1,010	303
47 Eastern Review	1,001	229
48 Travel & Leisure	984	60
49 Sea	983	266
50 Outdoor Life	978	46

Top 50 consumer monthlies by advertising revenue

K

	Est.1979 ad revenue ($000)	Est. 1979 ad unit revenue*	Rank in 400
1 Reader's Digest	112,543	6.26	3
2 Better Homes and Gardens	93,913	11.66	9
3 Good Housekeeping	80,599	15.43	13
4 McCall's Magazine	67,159	10.31	17
5 Playboy	55,702	10.33	7
6 Ladies Home Journal	52,421	9.42	19
7 Cosmopolitan	50,063	18.16	20
8 Glamour	33,904	18.12	25
9 Southern Living	30,711	17.05	29
10 National Geographic	30,309	2.93	16
11 Penthouse	27,372	5.85	11
12 Vogue	26,939	27.08	31
13 Sunset	26,320	18.88	34
14 House & Garden	24,597	24.36	36
15 Popular Photography	24,395	29.47	41
16 Field & Stream	20,417	9.99	39
17 Seventeen	19,155	13.57	37
18 Popular Mechanics	19,125	11.67	40
19 Ebony	17,027	13.44	43
20 House Beautiful	16,737	18.90	49
21 Popular Science	16,663	9.25	42
22 Outdoor Life	16,292	9.47	46
23 Golf Digest	15,500	15.94	54
24 Mademoiselle	14,635	15.50	44
25 Mechanix Illustrated	14,170	8.26	53
26 Psychology Today	13,810	11.74	52
27 Travel & Leisure	13,708	14.73	60
28 Scientific American	13,641	19.48	47
29 Life	13,215	9.92	35
30 Stereo Review	13,198	25.07	78
31 Smithsonian	13,143	7.25	38
32 Prevention	12,289	46.49	118
33 Money	11,663	13.67	48
34 Car and Driver	11,328	15.65	73
35 Modern Photography	10,155	16.64	79
36 Cycle	9,672	20.88	92
37 Nation's Business	9,182	7.36	50
38 Golf	9,023	12.72	97
39 Road & Track	8,833	14.99	74
40 Parents	8,760	6.05	68
41 Harper's Bazaar	8,323	13.25	77
42 Bon Appetit	8,216	7.30	67
43 Apartment Life	8,198	10.66	106
44 United Mainliner	7,912	24.72	177
45 Motor Trend	7,897	10.42	86
46 Hot Rod	7,896	8.91	75
47 Gourmet	7,330	11.07	91
48 Dun's Review	7,14[illegible]	25.52	183
49 High Fidelity	7,123	19.36	138
50 Town & Country	6,903	35.40	140

* ad revenue ÷ average circulation

Top 50 consumer magazines by subscription revenue

L

		Est. 1979 sub revenue ($000)	Est. 1979 circ. unit revenue*	Rank in 400
1	Reader's Digest	133,642	8.04	3
2	TV Guide	131,877	17.62	1
3	Time	109,321	27.23	2
4	National Geographic	98,118	9.50	16
5	Newsweek	68,356	25.20	4
6	Better Homes and Gardens	60,102	8.20	9
7	Sports Illustrated	55,705	25.45	5
8	McCall's Magazine	44,614	7.88	17
9	U. S. News & World Report	38,776	19.53	18
10	Ladies Home Journal	34,845	7.64	19
11	Good Housekeeping	33,168	9.64	13
12	Playboy	30,356	13.63	7
13	Consumer Reports	25,865	11.84	45
14	Smithsonian	21,746	12.00	38
15	Business Week	20,194	26.05	12
16	McCall's Needlework & Crafts	18,000	12.00	32
17	Southern Living	17,609	10.39	29
18	Nation's Business	15,843	12.70	50
19	Fortune	15,479	24.08	24
20	Highlights for Children	15,058	13.25	87
21	Modern Maturity	13,473	2.00	104
22	Changing Times	13,085	10.11	102
23	Guideposts	12,962	3.95	109
24	Forbes	12,863	19.43	28
25	Money	12,660	16.63	48
26	Decision	12,062	3.00	120
27	Field & Stream	11,296	5.99	39
28	Life	10,935	17.65	35
29	Consumer's Digest	10,580	12.45	137
30	Parents	10,487	7.35	68
31	Popular Science	10,285	6.78	42
32	Ebony	9,990	9.81	43
33	Scholastic Magazine	9,979	2.88	100
34	Sunset	9,809	7.77	34
35	Scientific American	9,513	18.00	47
36	Organic Gardening	9,461	7.85	85
37	People	9,340	25.18	6
38	The New Yorker	9,264	20.22	27
39	Popular Mechanics	8,730	7.06	40
40	Architectural Digest	8,637	25.15	65
41	Outdoor Life	8,568	5.69	46
42	Decorating & Craft Ideas	8,310	10.93	134
43	Psychology Today	8,256	8.16	52
44	Mother Earth News	8,056	13.51	114
45	Travel & Leisure	7,818	8.40	60
46	Golf Digest	7,498	8.42	54
47	Mechanix Illustrated	7,374	4.95	53
48	True Story	7,278	6.28	69
49	Jet	7,244	19.23	55
50	Glamour	7,123	9.20	25

*(Circ. rev. ÷ avg. circ.)

Top 50 consumer weeklies by average circulation

M

		Est. 1979 average circulation	Rank in 400
1	Parade	21,800,000	14
2	TV Guide	19,285,561	1
3	Family Weekly	11,942,602	22
4	National Enquirer	5,017,879	15
5	Time	4,293,584	2
6	The Star	3,226,261	23
7	Newsweek	2,934,307	4
8	People	2,288,266	6
9	Sports Illustrated	2,280,989	5
10	New York News Magazine	2,238,000	64
11	U. S. News & World Report	2,055,116	18
12	Midnight Globe	1,565,846	33
13	New York Times Magazine	1,425,000	30
14	L. A. Times Home Magazine	1,323,000	72
15	Chicago Tribune	1,157,870	117
16	Grit	950,531	63
17	Philadelphia's Inquirer Today	844,472	208
18	Detroit News Sunday Magazine	820,139	146
19	Business Week	799,728	12
20	Washington Post Magazine	768,000	261
21	Detroit Free Press Sunday	715,657	173
22	Jet	711,956	55
23	Boston Globe Sunday	710,442	248
24	S. F. Chronicle Sunday	663,303	258
25	Pittsburgh Press Sunday	655,969	313
26	Minneapolis Tribune Sunday	607,872	359
27	L. I. Newsday Sunday	563,916	255
28	Milwaukee Journal Sunday	533,626	276
29	Atlanta Jrnl Constitution Sunday	529,220	275
30	Miami Herald Sunday	506,989	282
31	The New Yorker	499,455	27
32	Cleveland Plain Dealer Sunday	452,808	262
33	Houston Chronicle Texas Sunday	426,685	370
34	Capper's Weekly	419,733	357
35	New York	393,629	51
36	Phoenix Arizona Rep. Sunday	393,396	305
37	Indianapolis Star Sunday	355,622	369
38	Seattle Times Sunday	348,333	399
39	Columbus Dispatch Sunday	343,589	396
40	Louisville Sunday	335,604	376
41	Sporting News	317,592	116
42	Cincinnati Inquirer Sunday	289,575	355
43	Our Sunday Visitor	238,569	304
44	Barron's	230,032	112
45	Army Times	139,054	151
46	Circus Magazine	135,000	187
47	Air Force Times	108,377	240
48	Coin World	92,670	274
49	Navy Times	86,513	214
50	Linn's Stamp News	85,766	269

Top 100 consumer magazines by gross unit revenue

		Est.1979 gross unit revenue*	Rank in 400
1	Business Week	176.03	12
2	Pensions & Investments	104.93	398
3	The New Yorker	103.37	27
4	Fortune	98.50	24
5	Newsweek	86.68	4
6	Time	83.06	2
7	Sports Illustrated	82.54	5
8	Sales & Marketing Management	80.15	324
9	Forbes	75.96	28
10	People	75.14	6
11	Navy Times	71.86	214
12	Army Times	68.67	151
13	New York	62.44	51
14	Financial World	59.25	314
15	Los Angeles Magazine	57.33	164
16	Yachting	57.09	167
17	Barron's	55.15	112
18	Magazine Antiques	54.74	292
19	Circus Magazine	54.28	187
20	U. S. News & World Report	54.01	18
21	Town & Country	53.17	140
22	Houston Home/Garden	52.06	312
23	Linn's Stamp News	51.24	269
24	Coin World	49.45	274
25	Air Force Times	48.43	240
26	Vogue	46.99	31
27	Prevention	46.49	118
28	Architectural Digest	46.02	65
29	PSA California Magazine	45.93	382
30	New West Magazine	45.88	98
31	Chicago	43.70	174
32	Sail	43.09	184
33	Modern Bride	42.64	121
34	"W"	42.52	178
35	High Society	40.67	61
36	Popular Photography	39.36	41
37	Sporting News	38.79	116
38	Scientific American	37.98	47
39	Artnews	37.86	315
40	The Washingtonian Magazine	37.27	326
41	Texas Monthly	36.76	158
42	Stag	36.53	260
43	Cosmopolitan	36.27	20
44	Modern Salon	35.79	252
45	Chic	35.44	139
46	Velvet	35.40	82
47	Boating	35.33	210
48	Hustler	35.29	26
49	House & Garden	35.13	36
50	Motor Boating & Sailing	34.87	259
51	Genesis	34.22	101
52	Blueboy	33.86	145
53	Rolling Stone	33.83	56
54	Audio	33.32	303
55	Eros	33.00	221
56	New York Times Magazine	32.85	30
57	Glamour	32.48	25
58	Jet	32.43	55
59	L'Officiel/USA	32.19	295
60	Swank	31.92	180
61	Penthouse	31.89	11
62	Stereo Review	31.84	78
63	Bride's	31 83	148
64	Gentlemen's Quarterly	31.61	94
65	Playboy	31.52	7
66	Road & Track	30.94	74
67	Money	30.78	48
68	Mademoiselle	30.44	44
69	Club	30.35	81
70	Cycle	30.24	92
71	Cheri	30.08	127
72	Harvard Business Review	30.06	211
73	Philadelphia	29.93	293
74	Club International	29.80	233
75	Omni	29.68	62
76	TV Guide	29.39	1
77	Geo	29.12	392
78	House Beautiful	29.03	49
79	High Fidelity	28.62	138
80	Southern Living	27.96	29
81	Life	27.76	35
82	Playgirl	27.70	66
83	Players	27.60	228
84	Sea	27.54	266
85	Modern Photography	27.35	79
86	Gallery	27.33	71
87	Sunset	26.99	34
88	Good Housekeeping	26.90	13
89	Harper's Bazaar	26.78	77
90	Dun's Review	26.63	183
91	High Times	26.35	166
92	Skiing	26.30	123
93	Us	25.97	57
94	Cycle World	25.83	168
95	National Enquirer	25.71	15
96	Car and Driver	25.20	73
97	Esquire	25.19	80
98	Oui	25.10	58
99	Midnight Globe	25.06	33
100	Golf Digest	24.92	54

*(Total rev. ÷ avg. circ.)

Top 50 consumer magazines by advertising unit revenue

O

		Est. 1979 ad unit revenue*	Rank in 400
1	Business Week	148.82	12
2	Pensions & Investments	93.92	398
3	The New Yorker	80.53	27
4	Fortune	73.29	24
5	Newsweek	58.38	4
6	Forbes	56.11	28
7	Sports Illustrated	55.49	5
8	Time	53.30	2
9	Sales & Marketing Management	52.15	324
10	Prevention	46.49	118
11	PSA California Magazine	45.93	382
12	Navy Times	44.37	214
13	New York	42.99	51
14	Yachting	39.54	167
15	Army Times	39.51	151
16	Los Angeles Magazine	39.37	164
17	People	39.01	6
18	Houston Home/Garden	36.11	312
19	Town & Country	35.40	140
20	New West Magazine	34.44	98
21	Linn's Stamp News	34.00	269
22	U. S. News & World Report	33.39	18
23	New York Times Magazine	32.85	30
24	Financial World	32.80	314
25	Chicago	31.65	174
26	Modern Bride	31.13	121
27	Popular Photography	29.47	41
28	"W"	27.45	178
29	Magazine Antiques	27.39	292
30	Vogue	27.08	31
31	Boating	26.59	210
32	Coin World	26.21	274
33	Dun's Review	25.52	183
34	Stereo Review	25.07	78
35	Sail	24.95	184
36	United Mainliner	24.72	177
37	Texas Monthly	24.64	158
38	House & Garden	24.36	36
39	The Washingtonian Magazine	24.16	326
40	Modern Salon	23.87	252
41	Motor Boating & Sailing	23.03	259
42	Audio	22.42	303
43	Cycle	20.88	92
44	Air Force Times	20.69	240
45	Bride's	20.43	148
46	Skiing	20.31	123
47	Barron's	19.74	112
48	Black Enterprises	19.65	239
49	Scientific American	19.48	47
50	High Fidelity	19.36	138

*(Ad. rev. ÷ avg. circ.)

Top 50 consumer magazines by circulation unit revenue

P

		Est. 1979 circ. unit revenue*	Rank in 400
1	High Society	39.59	61
2	People	36.13	6
3	Stag	35.40	260
4	Barron's	35.40	112
5	Velvet	35.40	82
6	Chic	35.18	139
7	Hustler	35.11	26
8	Eros	33.00	221
9	Genesis	32.95	101
10	Blueboy	31.45	145
11	Swank	30.60	180
12	Cheri	30.00	127
13	Club	29.89	81
14	Time	29.76	2
15	Club International	29.48	233
16	Sporting News	29.43	116
17	Army Times	29.16	151
18	Newsweek	28.30	4
19	Sales & Marketing Management	28.00	324
20	Air Force Times	27.74	240
21	Navy Times	27.49	214
22	Magazine Antiques	27.35	292
23	Business Week	27.21	12
24	Sports Illustrated	27.05	5
25	Architectural Digest	26.81	65
26	Gallery	26.73	71
27	Players	26.56	228
28	Financial World	26.45	314
29	Penthouse	26.04	11
30	Fortune	25.21	24
31	Jet	24.87	55
32	Geo	24.00	392
33	Adam	23.89	363
34	Omni	23.89	62
35	High Times	23.37	166
36	Coin World	23.24	274
37	The New Yorker	22.85	27
38	Starlog	22.82	170
39	Oui	22.54	58
40	Playgirl	22.31	66
41	L'Officiel/USA	21.53	295
42	Playboy	21.20	7
43	Harvard Business Review	20.99	211
44	National Enquirer	20.93	15
45	U. S. News & World Report	20.63	18
46	Midnight Globe	20.54	33
47	The Star	20.52	23
48	Vogue	19.92	31
49	Forbes	19.86	28
50	New York	19.45	51

*(Circ. rev. ÷ avg. circ.)

Q

Top 100 consumer magazines by retailer/newsstand profit

		Retail Profits per issue	No. copies $1. profit
1	Penthouse	2,223,143	2.00
2	Playboy	1,583,132	2.00
3	McCall's Needlework & Crafts	1,200,000	2.50
4	Family Circle	1,037,149	7.41
5	TV Guide	1,050,122	11.24
6	Woman's Day	1,016,744	7.41
7	Hustler	948,181	1.69
8	Cosmopolitan	796,227	3.33
9	Good Housekeeping	446,112	4.00
10	National Enquirer	407,249	11.11
11	Mad Specials	348,600	3.33
12	Vogue	332,838	2.50
13	Glamour	328,853	3.33
14	Club	316,240	1.69
15	High Society	305,413	1.69
16	Oui	300,707	2.50
17	Gallery	298,063	2.22
18	People	287,596	6.67
19	Velvet	285,236	1.54
20	The Star	279,879	11.11
21	Omni	275,554	2.50
22	Reader's Digest	266,618	5.10
23	Mad	262,500	6.66
24	Ladies' Home Journal	251,601	4.00
25	Redbook	240,341	4.00
26	Playgirl	236,240	2.56
27	Forum	220,698	3.33
28	Genesis	215,358	1.82
29	Life	213,750	3.33
30	McCall's Magazine	212,458	4.00
31	Cheri	211,750	1.82
32	Mademoiselle	190,529	3.33
33	Jet	174,321	8.33
34	Chic	171,928	1.69
35	Seventeen	163,960	5.00
36	Rolling Stone	163,348	5.00
37	National Lampoon	153,260	3.33
38	Soap Opera Digest	159,609	2.63
39	Midnight Globe	151,467	10.00
40	Eros	148,847	1.20
41	Starlog	148,500	2.22
42	Better Homes and Gardens	145,420	5.00
43	Easyriders	122,689	3.33
44	Swank	120,885	2.00
45	High Times	119,978	2.5
46	New Woman	119,484	6.66
47	Hot Rod	110,595	3.33
48	Self	107,581	3.33
49	Club International	103,250	1.69
50	House & Garden	99,603	4.00
51	Us	97,440	6.66
52	Gentlemen's Quarterly	92,738	3.00
53	True Story	91,766	5.00
54	Blueboy	91,219	1.69
55	Players	88,565	2.22
56	Harper's Bazaar	86,787	4.00
57	House Beautiful	86,732	4.00
58	Popular Science	85,342	3.33
59	Popular Mechanics	80,449	5.00
60	Road & Track	79,576	3.33
61	Stag	74,930	1.69
62	Time	69,600	4.00
63	Car Craft	69,141	3.33
64	Scientific American	68,669	2.50
65	Sport	65,934	2.52
66	'Teen	61,604	5.00
67	Saturday Evening Post	60,692	4.00
68	Car & Driver	59,072	3.33
69	Newsweek	55,434	4.00
70	Popular Hot Rodding	55,166	4.00
71	Popular Photography	55,045	3.33
72	Motor Trend	54,741	4.00
73	Bride's	54,402	5.00
74	True Confessions	51,400	5.00
75	Modern Bride	51,083	5.00
76	Ebony	49,751	5.00
77	Heavy Metal	48,427	3.33
78	16 Magazine	48,142	5.00
79	Sesame Street	48,000	6.66
80	1001 Decorating Ideas	47,283	3.33
81	Guns & Ammo	45,666	3.33
82	Mechanix Illustrated	45,350	5.00
83	Essence	45,071	4.00
84	Outdoor Life	43,793	5.00
85	Tiger Beat	41,475	6.66
86	Weight Watchers Magazine	41,451	5.00
87	Psychology Today	41,256	4.00
88	Colonial Homes	39,362	5.00
89	Bon Appetit	38,086	4.00
90	Vogue Patterns	34,269	8.00
91	Consumer Reports	33,750	4.00
92	Sunset	32,670	4.00
93	Cycle	32,646	4.00
94	Cycle World	32,051	4.00
95	Runner's World	31,909	5.00
96	Field & Stream	31,462	5.00
97	Gourmet	31,242	5.00
98	Photoplay	25,170	5.00
99	Jack & Jill	22,224	6.66
100	Our Sunday Visitor	17,510	10.00

From the Folio 400:

General interest: sciences

	TOTAL REVENUE	($000)	MARKET SHARE %
1	Smithsonian	34,912	28.0
2	Scientific American	26,595	21.0
3	Psychology Today	24,542	19.0
4	Omni	20,859	17.0
5	Natural History	7,425	06.0
6	National Wildlife	6,548	05.0
7	Audubon	5,264	04.0
		Total: $126,055	

	ADVERTISING REVENUE	($000)	MARKET SHARE %
1	Psychology Today	13,810	28.0
2	Scientific American	13,641	28.0
3	Smithsonian	13,143	27.0
4	Omni	4,064	08.0
5	Natural History	2,704	06.0
6	Audubon	1,224	03.0
7	National Wildlife		
		Total: $48,586	

	AD PAGES		MARKET SHARE %
1	Scientific American	1,044	27.0
2	Smithsonian	869	23.0
3	Psychology Today	772	20.0
4	Omni	466	12.0
5	Natural History	428	11.0
6	Audubon	224	06.0
7	National Wildlife		
		Total: 3,803	

	SUBSCRIPTION REVENUE	($000)	MARKET SHARE %
1	Smithsonian	21,746	40.0
2	Scientific American	9,513	17.0
3	Psychology Today	8,256	15.0
4	National Wildlife	6,548	12.0
5	Natural History	4,592	08.0
6	Audubon	4,041	07.0
7	Omni	262	0.0
		Total: $54,958	

	NEWSSTAND REVENUE	($000)	MARKET SHARE %
1	Omni	16,533	73.0
2	Scientific American	3,440	15.0
3	Psychology Today	2,475	11.0
4	Natural History	129	01.0
5	Smithsonian	23	0.0
6	National Wildlife		
7	Audubon		0.0
		Total: $22,600	

Figures are Folio estimates

(continued...)

(... continued)

From the Folio 400:

General interest: sciences

AVERAGE CIRCULATION

		MARKET SHARE %
1 Smithsonian	1,813,661	30.0
2 Psychology Today	1,176,656	19.0
3 National Wildlife	874,500	14.0
4 Omni	702,909	12.0
5 Scientific American	700,128	12.0
6 Natural History	469,531	08.0
7 Audubon	316,069	05.0
	Total: 6,053,454	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Scientific American	37.98
2 Omni	29.68
3 Psychology Today	20.86
4 Smithsonian	19.25
5 Audubon	16.66
6 Natural History	15.81
7 National Wildlife	7.49

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Scientific American	19.48
2 Psychology Today	11.74
3 Smithsonian	7.25
4 Omni	5.78
5 Natural History	5.76
6 Audubon	3.87
7 National Wildlife	

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Omni	23.89
2 Scientific American	18.50
3 Audubon	12.78
4 Smithsonian	12.00
5 Natural History	10.06
6 Psychology Today	9.12
7 National Wildlife	7.49

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Science 80, Discover, Science Digest, Science News, Technology Review; and 4 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

General interest: humanities the world

TOTAL REVENUE

	($000)	MARKET SHARE %
1 National Geographic	128,479	53.9
2 Life	36,975	15.5
3 Smithsonian	34,912	14.7
4 Psychology Today	24,542	10.3
5 Natural History	7,425	3.1
6 Quest	2,989	1.3
7 Geo	2,912	1.2
Total:	$238,234	

AD REVENUE

	($000)	MARKET SHARE %
1 National Geographic	30,309	41.1
2 Psychology Today	13,810	18.7
3 Life	13,215	17.9
4 Smithsonian	13,143	17.8
5 Natural History	2,704	3.7
6 Geo	512	0.7
7 Quest	137	0.2
Total:	$73,830	

AD PAGES

		MARKET SHARE %
1 Smithsonian	869	24.7
2 Psychology Today	772	22.0
3 Life	658	18.7
4 Natural History	428	12.2
5 National Geographic	387	11.0
6 Quest	270	7.7
7 Geo	128	3.6
Total:	3,512	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 National Geographic	98,118	66.0
2 Smithsonian	21,746	14.6
3 Life	10,935	7.4
4 Psychology Today	8,256	5.6
5 Natural History	4,592	3.1
6 Quest	2,592	1.7
7 Geo	2,400	1.6
Total:	$148,639	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 National Geographic	51,735	76.7
2 Life	12,825	19.0
3 Psychology Today	2,475	3.7
4 Quest	260	0.4
5 Natural History	129	0.2
6 Smithsonian	23	0.0
7 Geo		0.0
Total:	$67,447	

AVERAGE CIRCULATION

		MARKET SHARE %
1 National Geographic	10,331,694	66.5
2 Smithsonian	1,813,661	11.7
3 Life	1,332,074	8.6
4 Psychology Today	1,176,656	7.6
5 Natural History	469,531	3.0
6 Quest	303,286	2.0
7 Geo	100,000	0.6
Total:	15,526,902	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Geo	29.12
2 Life	27.76
3 Psychology Today	20.86
4 Smithsonian	19.25
5 Natural History	15.81
6 National Geographic	12.44
7 Quest	9.86

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Psychology Today	11.74
2 Life	9.92
3 Smithsonian	7.25
4 Natural History	5.76
5 National Geographic	2.93
6 Quest	.45
7 Geo	

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Geo	24.00
2 Life	17.84
3 Smithsonian	12.00
4 Natural History	10.06
5 National Geographic	9.50
6 Quest	9.40
7 Psychology Today	9.12

From the Folio 400:

General interest: literature commentary

	TOTAL REVENUE ($000)	MARKET SHARE %
1 Reader's Digest	261,686	66.2
2 The New Yorker	51,631	13.1
3 Rolling Stone	22,742	5.8
4 Esquire	16,515	4.2
5 Book Digest Magazine	12,505	3.2
6 Saturday Review	10,150	2.6
7 Saturday Evening Post	9,132	2.3
8 The Atlantic	6,209	1.5
9 Harper's Magazine	5,100	1.3
	Total: $395,490	

	AD REVENUE ($000)	MARKET SHARE %
1 Reader's Digest	112,543	60.3
2 The New Yorker	40,220	21.5
3 Rolling Stone	10,640	5.7
4 Esquire	8,510	4.6
5 Book Digest Magazine	5,815	3.1
6 Saturday Review	3,882	2.1
7 The Atlantic	2,154	1.2
8 Harper's Magazine	1,500	0.8
9 Saturday Evening Post	1,477	0.8
	Total: $186,741	

	AD PAGES	MARKET SHARE %
1 The New Yorker	4,178	43.5
2 Reader's Digest	1,385	14.4
3 Rolling Stone	1,167	12.2
4 Saturday Review	638	6.6
5 Esquire	616	6.4
6 Book Digest Magazine	484	5.0
7 The Atlantic	393	4.1
8 Saturday Evening Post	382	4.0
9 Harper's Magazine	360	3.7
	Total: 9,603	

	SUBSCRIPTION REVENUE ($000)	MARKET SHARE %
1 Reader's Digest	133,642	75.8
2 The New Yorker	9,264	5.2
3 Book Digest Magazine	6,399	3.6
4 Esquire	6,155	3.5
5 Saturday Review	6,073	3.4
6 Saturday Evening Post	4,378	2.5
7 Rolling Stone	3,883	2.2
8 The Atlantic	3,474	2.0
9 Harper's Magazine	3,020	1.7
	Total: $176,270	

	NEWSSTAND REVENUE ($000)	MARKET SHARE %
1 Reader's Digest	15,501	47.5
2 Rolling Stone	8,218	25.2
3 Saturday Evening Post	3,277	10.0
4 The New Yorker	2,147	6.6
5 Esquire	1,850	5.7
6 The Atlantic	581	1.8
7 Harper's Magazine	580	1.8
8 Book Digest Magazine	292	0.9
9 Saturday Review	195	0.6
	Total: $32,641	

(continued...)

(... continued)

From the Folio 400:

General interest: literature commentary

AVERAGE CIRCULATION

		MARKET SHARE %
1 Reader's Digest	17,991,436	79.4
2 Book Digest Magazine	1,018,371	4.5
3 Rolling Stone	672,274	3.0
4 Saturday Evening Post	660,801	2.9
5 Esquire	655,752	2.9
6 Saturday Review	522,623	2.3
7 The New Yorker	499,455	2.2
8 The Atlantic	339,029	1.5
9 Harper's Magazine	300,522	1.3
Total:	22,660,263	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 The New Yorker	103.37
2 Rolling Stone	33.83
3 Esquire	25.19
4 Saturday Review	19.42
5 The Atlantic	18.31
6 Harper's Magazine	16.97
7 Reader's Digest	14.55
8 Saturday Evening Post	13.82
9 Book Digest Magazine	12.28

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 The New Yorker	22.85
2 Rolling Stone	18.00
3 Esquire	12.21
4 Saturday Review	11.99
5 Harper's Magazine	11.98
6 The Atlantic	11.96
7 Saturday Evening Post	11.58
8 Reader's Digest	8.29
9 Book Digest Magazine	6.57

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 The New Yorker	80.53
2 Rolling Stone	15.83
3 Esquire	12.98
4 Saturday Review	7.43
5 The Atlantic	6.35
6 Reader's Digest	6.26
7 Book Digest Magazine	5.71
8 Harper's Magazine	4.99
9 Saturday Evening Post	2.24

Figures are Folio estimates

From the Folio 400:

Nationwide weeklies

	TOTAL REVENUE	($000)	MARKET SHARE %
1	TV Guide	566,889	23.5
2	Time	356,631	14.8
3	Newsweek	254,360	10.5
4	Sports Illustrated	188,276	7.8
5	People	171,937	7.1
6	Business Week	140,774	5.8
7	Parade	135,186	5.6
8	National Enquirer	129,001	5.3
9	U. S. News & World Report	111,004	4.6
10	Family Weekly	87,936	3.6
11	The Star	77,394	3.2
12	The New Yorker	51,631	2.1
13	New York Times Magazine	46,812	1.9
14	Midnight Globe	39,240	1.6
15	Jet	23,090	1.0
16	Grit	20,859	0.9
17	Sporting News	12,321	0.5
		Total: $2,413,341	

	ADVERTISING REVENUE	($000)	MARKET SHARE %
1	Time	228,867	16.5
2	TV Guide	220,184	15.9
3	Newsweek	171,314	12.4
4	Parade	135,186	9.8
5	Sports Illustrated	126,570	9.1
6	Business Week	119,016	8.6
7	People	89,260	6.5
8	Family Weekly	82,636	6.0
9	U. S. News & World Report	68,617	5.0
10	New York Times Magazine	46,812	3.4
11	The New Yorker	40,220	2.9
12	National Enquirer	24,000	1.7
13	The Star	11,200	0.8
14	Midnight Globe	7,072	0.5
15	Jet	5,386	0.4
16	Grit	4,272	0.3
17	Sporting News	2,975	0.2
		Total: $1,383,587	

	AD PAGES		MARKET SHARE %
1	Business Week	5,107	12.8
2	New York Times Magazine	4,348	10.9
3	The New Yorker	4,178	10.4
4	TV Guide	3,731	9.3
5	People	3,612	9.0
6	Newsweek	3,437	8.6
7	Time	3,310	8.3
8	Sports Illustrated	2,948	7.4
9	U. S. News & World Report	2,070	5.2
10	National Enquirer	1,404	3.5
11	Family Weekly	1,024	2.6
12	The Star	936	2.3
13	Jet	921	2.3
14	Parade	918	2.3
15	Midnight Globe	884	2.2
16	Sporting News	748	1.9
17	Grit	468	1.2
		Total: 40,044	

Figures are Folio estimates

(continued...)

(... continued)

From the Folio 400:

Nationwide weeklies

	SUBSCRIPTION REVENUE	($000)	MARKET SHARE %
1	TV Guide	131,877	27.9
2	Time	109,321	23.1
3	Newsweek	68,356	14.4
4	Sports Illustrated	55,705	11.8
5	U. S. News & World Report	38,776	8.2
6	Business Week	20,194	4.3
7	People	9,340	2.0
8	The New Yorker	9,264	2.0
9	Jet	7,244	1.5
10	National Enquirer	5,987	1.3
11	Sporting News	5,649	1.2
12	Family Weekly	5,300	1.1
13	Grit	4,163	0.9
14	The Star	1,511	0.3
15	Midnight Globe	663	0.1
16	New York Times Magazine		0.0
17	Parade		0.0
	Total:	$473,350	

	NEWSSTAND REVENUE	($000)	MARKET SHARE %
1	TV Guide	214,742	38.6
2	National Enquirer	99,014	17.8
3	People	73,337	13.2
4	The Star	64,683	11.6
5	Midnight Globe	31,505	5.7
6	Time	18,444	3.3
7	Newsweek	14,690	2.6
8	Grit	12,425	2.2
9	Jet	10,459	1.9
10	Sports Illustrated	6,001	1.1
11	Sporting News	3,696	0.7
12	U. S. News & World Report	3,611	0.6
13	The New Yorker	2,147	0.4
14	Business Week	1,565	0.3
15	Family Weekly		0.0
16	New York Times Magazine		0.0
17	Parade		0.0
	Total:	$556,319	

	AVERAGE CIRCULATION		MARKET SHARE %
1	Parade	21,800,000	26.8
2	TV Guide	19,285,561	23.7
3	Family Weekly	11,942,602	14.7
4	National Enquirer	5,017,879	6.2
5	Time	4,293,584	5.3
6	The Star	3,226,261	4.0
7	Newsweek	2,934,307	3.6
8	People	2,288,266	2.8
9	Sports Illustrated	2,280,989	2.8
10	U. S. News & World Report	2,055,116	2.5
11	Midnight Globe	1,565,846	1.9
12	New York Times Magazine	1,425,000	1.8
13	Grit	950,531	1.2
14	Business Week	799,728	1.0
15	Jet	711,956	0.9
16	The New Yorker	499,455	0.6
17	Sporting News	317,592	0.4
	Total:	81,394,673	

Figures are Folio estimates

(continued...)

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GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1	Business Week	176.03
2	The New Yorker	103.37
3	Newsweek	86.68
4	Time	83.06
5	Sports Illustrated	82.54
6	People	75.14
7	U. S. News & World Report	54.01
8	Sporting News	38.79
9	New York Times Magazine	32.85
10	Jet	32.43
11	TV Guide	29.39
12	National Enquirer	25.71
13	Midnight Globe	25.06
14	The Star	23.99
15	Grit	21.95
16	Family Weekly	7.36
17	Parade	6.20

From the Folio 400:

Nationwide weeklies

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1	Business Week	148.82
2	The New Yorker	80.53
3	Newsweek	58.38
4	Sports Illustrated	55.49
5	Time	53.30
6	People	39.01
7	U. S. News & World Report	33.39
8	New York Times Magazine	32.85
9	TV Guide	11.42
10	Sporting News	9.37
11	Jet	7.57
12	Family Weekly	6.92
13	Parade	6.20
14	National Enquirer	4.78
15	Midnight Globe	4.52
16	Grit	4.49
17	The Star	3.47

Figures are Folio estimates

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1	People	36.13
2	Time	29.76
3	Sporting News	29.43
4	Newsweek	28.30
5	Business Week	27.21
6	Sports Illustrated	27.05
7	Jet	24.87
8	The New Yorker	22.85
9	National Enquirer	20.93
10	U. S. News & World Report	20.63
11	Midnight Globe	20.54
12	The Star	20.52
13	TV Guide	17.97
14	Grit	17.45
15	Family Weekly	.44
16	New York Times Magazine	
17	Parade	

From the Folio 400:

Syndicated Sunday supplements

TOTAL REVENUE ($000)

		MARKET SHARE %
1 Parade	135,186	62.0
2 Family Weekly	82,636	38.0
	Total: $223,122	

ADVERTISING REVENUE ($000)

1 Parade	135,186	62.0
2 Family Weekly	82,636	38.0
	Total: $217,822	

AD PAGES

		MARKET SHARE %
1 Family Weekly	1,024	53.0
2 Parade	918	47.0
	Total: 1942	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Parade	21,800,000	65.0
2 Family Weekly	11,942,602	35.0
	Total: $33,742,602	

GROSS UNIT REVENUE (Total rev. ÷ avg. circ.)

1 Family Weekly	7.36
2 Parade	6.20

ADVERTISING UNIT REVENUE (Ad. rev. ÷ avg. circ.)

1 Family Weekly	6.92
2 Parade	6.20

Figures are Folio estimates

Sunday Metro Magazines are the third major element in the Sunday newspaper magazine market. However, since Sunday Metro is an advertising network, and not an actual single publication such as Parade or Family Weekly, it is not measured in the Folio 400. Folio estimates that Sunday Metro accounts for at least an additional $50 million in national advertising placements.

From the Folio 400:

Sunday newspaper magazines

TOTAL REVENUE

	($000)	MARKET SHARE %
1 New York Times Magazine	46,812	24.8
2 New York News Magazine	20,598	10.9
3 L. A. Times Home Magazine	18,465	9.8
4 Chicago Tribune	12,321	6.5
5 Detroit News Sunday Magazine	9,797	5.2
6 Detroit Free Press Sunday	8,200	4.3
7 Philadelphia's Inquirer Today	6,482	3.4
8 Boston Globe Sunday	5,055	2.7
9 L. I. Newsday Sunday	4,726	2.5
10 S. F. Chro·icle Sunday	4,661	2.5
11 Washington Post Magazine	4,600	2.4
12 Cleveland Plain Dealer Sunday	4,570	2.4
13 Atlanta Jrnl Constitution Sunday	4,330	2.3
14 Milwaukee Journal Sunday	4,329	2.3
15 Miami Herald Sunday	4,270	2.3
16 Denver Post Sunday	4,028	2.1
17 Phoenix Arizona Rep. Sunday	3,878	2.1
18 Cincinnati Inquirer Sunday	3,369	1.8
19 Minneapolis Tribune Sunday	3,343	1.8
20 Indianapolis Star Sunday	3,199	1.7
21 Houston Chronicle Texas Sunday	3,188	1.7
22 Louisville Sunday	3,149	1.7
23 Columbus Dispatch Sunday	2,850	1.5
24 Seattle Times Sunday	2,826	1.5
Total:	$189,046	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 New York Times Magazine	46,812	24.8
2 New York News Magazine	20,598	10.9
3 L. A. Times Home Magazine	18,465	9.8
4 Chicago Tribune	12,321	6.5
5 Detroit News Sunday Magazine	9,797	5.2
6 Detroit Free Press Sunday	8,200	4.3
7 Philadelphia's Inquirer Today	6,482	3.4
8 Boston Globe Sunday	5,055	2.7
9 L. I. Newsday Sunday	4,726	2.5
10 S. F. Chronicle Sunday	4,661	2.5
11 Washington Post Magazine	4,600	2.4
12 Cleveland Plain Dealer Sunday	4,570	2.4
13 Milwaukee Journal Sunday	4,329	2.3
14 Atlanta Jrnl Constitution Sunday	4,300	2.3
15 Miami Herald Sunday	4,270	2.3
16 Denver Post Sunday	4,028	2.1
17 Phoenix Arizona Rep. Sunday	3,878	2.1
18 Cincinnati Inquirer Sunday	3,369	1.8
19 Minneapolis Tribune Sunday	3,343	1.8
20 Indianapolis Star Sunday	3,199	1.7
21 Houston Chronicle Texas Sunday	3,188	1.7
22 Louisville Sunday	3,149	1.7
23 Columbus Dispatch Sunday	2,850	1.5
24 Seattle Times Sunday	2,826	1.5
Total:	$189,046	

AD PAGES

		MARKET SHARE %
1 New York Times Magazine	4,348	10.2
2 Denver Post Sunday	2,850	6.7
3 Detroit Free Press Sunday	2,292	5.4
4 Detroit News Sunday Magazine	2,147	5.0
5 Cleveland Plain Dealer Sunday	1,930	4.5
6 Chicago Tribune	1,886	4.4
7 Phoenix Arizona Rep. Sunday	1,882	4.4
8 Boston Globe Sunday	1,766	4.1
9 L. A. Times Home Magazine	1,688	3.9
10 Cincinnati Inquirer Sunday	1,685	3.9
11 Houston Chronicle Texas Sunday	1,669	3.9
12 L. I. Newsday Sunday	1,636	3.8
13 Columbus Dispatch Sunday	1,622	3.8
14 Washington Post Magazine	1,618	3.8
15 Atlanta Jrnl Constitution Sunday	1,579	3.7
16 Louisville Sunday	1,552	3.6
17 New York News Magazine	1,503	3.5
18 Indianapolis Star Sunday	1,477	3.5
19 S. F. Chronicle Sunday	1,401	3.3
20 Seattle Times Sunday	1,336	3.1
21 Milwaukee Journal Sunday	1,302	3.0
22 Miami Herald Sunday	1,271	3.0
23 Minneapolis Tribune Sunday	1,162	2.7
24 Philadelphia's Inquirer Today	1,138	2.7
Total:	42,740	

AVERAGE CIRCULATION

		MARKET SHARE %
1 New York News Magazine	2,238,000	13.7
2 New York Times Magazine	1,425,000	8.7
3 L. A. Times Home Magazine	1,323,000	8.1
4 Chicago Tribune	1,157,870	7.1
5 Philadelphia's Inquirer Today	844,472	5.2
6 Detroit News Sunday Magazine	820,139	5.0
7 Washington Post Magazine	768,000	4.7
8 Detroit Free Press Sunday	715,657	4.4
9 Boston Globe Sunday	710,442	4.3
10 S. F. Chronicle Sunday	663,303	4.1
11 Minneapolis Tribune Sunday	607,872	3.7
12 L. I. Newsday Sunday	563,916	3.4
13 Milwaukee Journal Sunday	533,626	3.3
14 Atlanta Jrnl Constitution Sunday	529,220	3.2
15 Miami Herald Sunday	506,989	3.1
16 Cleveland Plain Dealer Sunday	452,808	2.8
17 Houston Chronicle Texas Sunday	426,685	2.6
18 Phoenix Arizona Rep. Sunday	393,396	2.4
19 Indianapolis Star Sunday	355,622	2.2
20 Seattle Times Sunday	348,333	2.1
21 Columbus Dispatch Sunday	343,589	2.1
22 Louisville Sunday	335,604	2.1
23 Cincinnati Inquirer Sunday	289,575	1.8
24 Denver Post Sunday		0.0
Total:	16,353,118	

Figures are Folio estimates

From the Folio 400:

National & world news

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Time	356,631	49.4
2 Newsweek	254,360	35.2
3 U. S. News & World Report	111,004	15.4
Total:	$721,995	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Time	228,867	48.8
2 Newsweek	171,314	36.5
3 U. S. News & World Report	68,617	14.6
Total:	$468,798	

AD PAGES

		MARKET SHARE %
1 Newsweek	3,437	39.0
2 Time	3,310	37.5
3 U. S. News & World Report	2,070	23.5
Total:	8,817	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Time	109,321	50.5
2 Newsweek	68,356	31.6
3 U. S. News & World Report	38,776	17.9
Total:	$216,453	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Time	18,444	50.2
2 Newsweek	14,690	40.0
3 U. S. News & World Report	3,611	9.8
Total:	$36,745	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Time	4,293,584	46.3
2 Newsweek	2,934,307	31.6
3 U. S. News & World Report	2,055,116	22.1
Total:	9,283,007	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Newsweek	86.68
2 Time	83.06
3 U. S. News & World Report	54.01

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Newsweek	58.38
2 Time	53.30
3 U. S. News & World Report	33.39

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Time	29.76
2 Newsweek	28.30
3 U. S. News & World Report	20.63

Figures are Folio estimates

From the Folio 400:

Women's service

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Family Circle	166,812	17.4
2 Better Homes and Gardens	162,740	17.0
3 Woman's Day	153,571	16.0
4 Good Housekeeping	140,533	14.7
5 McCall's	124,521	13.0
6 Ladies' Home Journal	102,362	10.7
7 Redbook	89,072	9.3
8 Parents	19,574	2.0
	Total: $959,185	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Family Circle	94,980	17.6
2 Better Homes and Gardens	93,913	17.4
3 Woman's Day	90,887	16.9
4 Good Housekeeping	80,599	15.0
5 McCall's	67,159	12.5
6 Ladies' Home Journal	52,421	9.7
7 Redbook	49,692	9.2
8 Parents	8,760	1.6
	Total: $538,411	

AD PAGES

		MARKET SHARE %
1 Good Housekeeping	1,995	16.7
2 Family Circle	1,797	15.1
3 Better Homes and Gardens	1,684	14.1
4 Woman's Day	1,638	13.7
5 Redbook	1,491	12.5
6 McCall's	1,351	11.3
7 Ladies' Home Journal	1,343	11.3
8 Parents	633	5.3
	Total: 11,932	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Better Homes and Gardens	60,102	28.8
2 McCall's	44,614	21.4
3 Ladies' Home Journal	34,845	16.7
4 Good Housekeeping	33,168	15.9
5 Redbook	24,960	12.0
6 Parents	10,487	5.0
7 Woman's Day	549	0.3
8 Family Circle		0.0
	Total: $208,725	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Family Circle	71,832	33.9
2 Woman's Day	62,134	29.3
3 Good Housekeeping	26,767	12.6
4 Ladies' Home Journal	15,096	7.1
5 Redbook	14,420	6.8
6 McCall's	12,478	5.9
7 Better Homes and Gardens	8,725	4.1
8 Parents	328	0.2
	Total: $211,780	

Figures are Folio estimates

(continued...)

(... continued)

AVERAGE CIRCULATION

		MARKET SHARE %
1 Better Homes and Gardens	8,052,429	17.4
2 Family Circle	7,682,591	16.6
3 Woman's Day	7,531,447	16.2
4 McCall's	6,514,813	14.0
5 Ladies' Home Journal	5,567,639	12.0
6 Good Housekeeping	5,224,734	11.3
7 Redbook	4,377,375	9.4
8 Parents	1,448,852	3.1
Total:	46,399,880	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Good Housekeeping	26.90
2 Family Circle	21.71
3 Woman's Day	20.39
4 Redbook	20.35
5 Better Homes and Gardens	20.21
6 McCall's	19.11
7 Ladies' Home Journal	18.39
8 Parents	13.51

From the Folio 400:

Women's service

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Good Housekeeping	15.43
2 Family Circle	12.36
3 Woman's Day	12.07
4 Better Homes and Gardens	11.66
5 Redbook	11.35
6 McCall's	10.31
7 Ladies' Home Journal	9.42
8 Parents	6.05

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Good Housekeeping	11.47
2 Family Circle	9.35
3 Redbook	9.00
4 Ladies' Home Journal	8.97
5 McCall's	8.80
6 Better Homes and Gardens	8.55
7 Woman's Day	8.32
8 Parents	7.46

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazine: Lady's Circle; and 12 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Women's lifestyle

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Cosmopolitan	99,980	31.4
2 Glamour	60,758	19.1
3 Vogue	46,755	14.7
4 Mademoiselle	28,738	9.0
5 Playgirl	20,221	6.4
6 New Woman	14,377	4.5
7 Self	12,858	4.0
8 Essence Magazine	12,043	3.8
9 Town & Country	10,366	3.3
10 Ms.	7,138	2.2
11 Working Woman	4,706	1.5
	Total: $317,940	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Cosmopolitan	50,063	32.7
2 Glamour	33,904	22.1
3 Vogue	26,939	17.6
4 Mademoiselle	14,635	9.5
5 Town & Country	6,903	4.5
6 Essence Magazine	6,472	4.2
7 Playgirl	3,921	2.6
8 New Woman	3,526	2.3
9 Ms.	3,269	2.1
10 Self	2,300	1.5
11 Working Woman	1,322	0.9
	Total: $153,254	

AD PAGES

		MARKET SHARE %
1 Cosmopolitan	2,453	19.5
2 Vogue	2,325	18.5
3 Glamour	2,041	16.2
4 Mademoiselle	1,482	11.8
5 Town & Country	1,199	9.5
6 Essence Magazine	877	7.0
7 Ms.	596	4.7
8 Self	521	4.1
9 Playgirl	409	3.3
10 Working Woman	361	2.9
11 New Woman	311	2.5
	Total: 12,575	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Glamour	7,123	18.4
2 Vogue	6,448	16.7
3 Self	4,103	10.6
4 New Woman	3,682	9.5
5 Essence Magazine	3,192	8.3
6 Ms.	2,897	7.5
7 Working Woman	2,688	6.9
8 Mademoiselle	2,672	6.9
9 Cosmopolitan	2,144	5.5
10 Town & Country	1,934	5.0
11 Playgirl	1,800	4.7
	Total: $38,683	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Cosmopolitan	47,774	37.9
2 Glamour	19,731	15.7
3 Playgirl	14,500	11.5
4 Vogue	13,368	10.6
5 Mademoiselle	11,432	9.1
6 New W... n	7,169	5.7
7 Self	6,455	5.1
8 Essence Magazine	2,380	1.9
9 Town & Country	1,530	1.2
10 Ms.	972	0.8
11 Working Woman	695	0.6
	Total: $126,006	

Figures are Folio estimates

(continued...)

(... continued)

From the Folio 400:

Women's lifestyle

AVERAGE CIRCULATION

		MARKET SHARE %
1 Cosmopolitan	2,756,835	25.4
2 Glamour	1,870,610	17.2
3 New Woman	1,132,305	10.4
4 Vogue	994,966	9.2
5 Mademoiselle	944,110	8.7
6 Self	815,467	7.5
7 Playgirl	730,657	6.7
8 Essence Magazine	600,991	5.5
9 Ms.	504,833	4.7
10 Working Woman	303,013	2.8
11 Town & Country	194,967	1.8
	Total: 10,848,754	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Town & Country	53.17
2 Vogue	46.99
3 Cosmopolitan	36.27
4 Glamour	32.48
5 Mademoiselle	30.44
6 Playgirl	27.70
7 Essence Magazine	20.04
8 Self	15.77
9 Working Woman	15.53
10 Ms.	14.14
11 New Woman	12.70

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Town & Country	35.40
2 Vogue	27.08
3 Cosmopolitan	18.16
4 Glamour	18.12
5 Mademoiselle	15.50
6 Essence Magazine	10.77
7 Ms.	6.48
8 Playgirl	5.37
9 Working Woman	4.36
10 New Woman	3.11
11 Self	2.82

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Playgirl	22.31
2 Vogue	19.92
3 Cosmopolitan	18.11
4 Town & Country	17.77
5 Mademoiselle	14.94
6 Glamour	14.36
7 Self	12.95
8 Working Woman	11.17
9 New Woman	9.58
10 Essence Magazine	9.27
11 Ms.	7.66

Figures are Folio estimates

From the Folio 400:

Women's fashion

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Glamour	60,758	36.8
2 Vogue	46,755	28.3
3 Mademoiselle	28,738	17.4
4 Harper's Bazaar	16,817	10.2
5 "W"	7,898	4.8
6 L'Officiel/USA	4,131	2.5
	Total: $165,097	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Glamour	33,904	37.6
2 Vogue	26,939	29.8
3 Mademoiselle	14,635	16.2
4 Harper's Bazaar	8,323	9.2
5 "W"	5,100	5.6
6 L'Officiel/USA	1,369	1.5
	Total: $90,270	

AD PAGES

		MARKET SHARE %
1 Vogue	2,325	28.6
2 Glamour	2,041	25.1
3 Mademoiselle	1,482	18.2
4 Harper's Bazaar	940	11.5
5 "W"	726	8.9
6 L'Officiel/USA	628	7.7
	Total: 8,142	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Glamour	7,123	30.7
2 Vogue	6,448	27.8
3 Harper's Bazaar	2,870	12.4
4 Mademoiselle	2,672	11.5
5 "W"	2,580	11.1
6 L'Officiel/USA	1,529	6.6
	Total: $23,222	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Glamour	19,731	38.2
2 Vogue	13,368	25.9
3 Mademoiselle	11,432	22.2
4 Harper's Bazaar	5,624	10.9
5 L'Officiel/USA	1,233	2.4
6 "W"	218	0.4
	Total: $51,606	

Figures are Folio estimates

(continued...)

(... continued)

From the Folio 400:

Women's fashion

AVERAGE CIRCULATION

		MARKET SHARE %
1 Glamour	1,870,610	39.4
2 Vogue	994,966	20.9
3 Mademoiselle	944,110	19.9
4 Harper's Bazaar	627,987	13.2
5 "W"	185,764	3.9
6 L'Officiel/USA	128,330	2.7
Total:	4,751,767	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Vogue	46.99
2 "W"	42.52
3 Glamour	32.48
4 L'Officiel/USA	32.19
5 Mademoiselle	30.44
6 Harper's Bazaar	26.78

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 "W"	27.45
2 Vogue	27.08
3 Glamour	18.12
4 Mademoiselle	15.50
5 Harper's Bazaar	13.25
6 L'Officiel/USA	10.67

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 L'Officiel/USA	21.53
2 Vogue	19.92
3 "W"	15.06
4 Mademoiselle	14.94
5 Glamour	14.36
6 Harper's Bazaar	13.53

Figures are Folio estimates

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazine: Vogue Patterns; and 8 non-audited magazines that accept advertising.

From the Folio 400:

Women's special interest

TOTAL REVENUE

		($000)	MARKET SHARE %
1	McCall's Needlework & Crafts	43,288	33.4
2	Parents	19,574	15.1
3	True Story	19,383	15.0
4	Decorating & Craft Ideas	10,841	8.4
5	Soap Opera Digest	9,480	7.3
6	Weight Watcher's Magazine	7,849	6.1
7	Workbasket	6,326	4.9
8	American Baby Magazine	5,907	4.6
9	True Confessions	3,769	2.9
10	Vogue Patterns	3,157	2.4
	Total:	$129,574	

ADVERTISING REVENUE

		($000)	MARKET SHARE %
1	Parents	8,760	31.0
2	True Story	6,599	23.3
3	American Baby Magazine	5,907	20.9
4	Decorating & Craft Ideas	1,811	6.4
5	Weight Watcher's Magazine	1,316	4.7
6	McCall's Needlework & Crafts	1,288	4.6
7	Workbasket	1,286	4.5
8	True Confessions	610	2.2
9	Vogue Patterns	374	1.3
10	Soap Opera Digest	330	1.2
	Total:	$28,281	

AD PAGES

			MARKET SHARE %
1	True Story	671	18.1
2	Parents	633	17.1
3	True Confessions	428	11.6
4	American Baby Magazine	409	11.0
5	Decorating & Craft Ideas	389	10.5
6	Workbasket	307	8.3
7	McCall's Needlework & Crafts	303	8.2
8	Weight Watcher's Magazine	252	6.8
9	Soap Opera Digest	159	4.3
10	Vogue Patterns	154	4.2
	Total:	3,705	

SUBSCRIPTION REVENUE

		($000)	MARKET SHARE %
1	McCall's Needlework & Crafts	18,000	32.3
2	Parents	10,487	18.8
3	Decorating & Craft Ideas	8,310	14.9
4	True Story	7,278	13.1
5	Workbasket	4,807	8.6
6	Weight Watcher's Magazine	4,046	7.3
7	Soap Opera Digest	1,968	3.5
8	Vogue Patterns	726	1.3
9	True Confessions	75	0.1
10	American Baby Magazine		0.0
	Total:	$55,697	

NEWSSTAND REVENUE

		($000)	MARKET SHARE %
1	McCall's Needlework & Crafts	24,000	52.6
2	Soap Opera Digest	7,182	15.8
3	True Story	5,506	12.1
4	True Confessions	3,084	6.8
5	Weight Watcher's Magazine	2,487	5.5
6	Vogue Patterns	2,056	4.5
7	Decorating & Craft Ideas	720	1.6
8	Parents	328	0.7
9	Workbasket	232	0.5
10	American Baby Magazine		0.0
	Total:	$45,595	

Figures are Folio estimates

(continued...)

(... continued)

AVERAGE CIRCULATION

		MARKET SHARE %
1 McCall's Needlework & Crafts	4,500,000	34.2
2 Workbasket	1,640,747	12.5
3 True Story	1,617,716	12.3
4 Parents	1,448,852	11.0
5 American Baby Magazine	1,000,000	7.6
6 Weight Watcher's Magazine	811,661	6.2
7 Decorating & Craft Ideas	808,637	6.1
8 Soap Opera Digest	601,331	4.6
9 Vogue Patterns	460,977	3.5
10 True Confessions	269,462	2.0
Total:	13,159,383	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Soap Opera Digest	15.76
2 True Confessions	13.99
3 Parents	13.51
4 Decorating & Craft Ideas	13.41
5 True Story	11.98
6 Weight Watcher's Magazine	9.67
7 McCall's Needlework & Crafts	9.62
8 Vogue Patterns	6.85
9 American Baby Magazine	5.91
10 Workbasket	1.86

From the Folio 400:

Women's special interest

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Parents	6.05
2 American Baby Magazine	5.91
3 True Story	4.08
4 True Confessions	2.26
5 Decorating & Craft Ideas	2.24
6 Weight Watcher's Magazine	1.62
7 Vogue Patterns	.81
8 Workbasket	.78
9 Soap Opera Digest	.55
10 McCall's Needlework & Crafts	.29

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Soap Opera Digest	15.22
2 True Confessions	11.72
3 Decorating & Craft Ideas	11.17
4 McCall's Needlework & Crafts	9.33
5 Weight Watcher's Magazine	8.05
6 True Story	7.90
7 Parents	7.46
8 Vogue Patterns	6.04
9 Workbasket	3.07
10 American Baby Magazine	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Beauty Digest, Girl Scout Leader; and 18 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Home service

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Better Homes and Gardens	162,740	31.3
2 Good Housekeeping	140,533	27.0
3 Southern Living	50,455	9.7
4 Sunset	37,618	7.2
5 House & Garden	35,471	6.8
6 House Beautiful	25,705	4.9
7 Architectural Digest	20,405	3.9
8 Apartment Life	13,217	2.5
9 1001 Decorating Ideas	10,739	2.1
10 Colonial Homes/House Beautiful	5,418	1.0
11 Early American Life	4,938	0.8
12 Houston Home/Garden	3,834	0.7
13 Flower & Garden Magazine	3,730	0.7
14 Blair & Ketchum's Country Journal	3,710	0.7
15 Capper's Weekly	3,353	0.6
Total:	$520,766	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Better Homes and Gardens	93,911	31.1
2 Good Housekeeping	80,599	26.8
3 Southern Living	30,711	10.2
4 Sunset	26,420	8.8
5 House & Garden	24,597	8.2
6 House Beautiful	16,737	5.6
7 Architectural Digest	8,519	2.8
8 Apartment Life	8,198	2.7
9 Houston Home/Garden	2,659	0.9
10 1001 Decorating Ideas	2,298	0.8
11 Blair & Ketchum's Country Journal	1,475	0.5
12 Colonial Homes/House Beautiful	1,413	0.5
13 Flower & Garden Magazine	1,140	0.4
14 Early American Life	1,033	0.3
15 Capper's Weekly	618	0.2
Total:	$300,220	

AD PAGES

		MARKET SHARE %
1 Good Housekeeping	1,995	13.3
2 Sunset	1,705	11.4
3 Better Homes and Gardens	1,684	11.2
4 Southern Living	1,678	11.2
5 House & Garden	1,417	9.5
6 Houston Home/Garden	1,353	9.0
7 House Beautiful	1,218	8.1
8 Architectural Digest	1,214	8.1
9 Apartment Life	657	4.4
10 Blair & Ketchum's Country Journal	566	3.8
11 Capper's Weekly	384	2.6
12 Flower & Garden Magazine	316	2.1
13 1001 Decorating Ideas	300	2.0
14 Colonial Homes/House Beautiful	266	1.8
15 Early American Life	240	1.6
Total:	14,993	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Better Homes and Gardens	60,102	37.1
2 Good Housekeeping	33,168	20.5
3 Southern Living	17,609	10.9
4 Sunset	9,809	6.1
5 Architectural Digest	8,637	5.3
6 1001 Decorating Ideas	7,023	4.3
7 House & Garden	4,897	3.0
8 House Beautiful	4,388	2.7
9 Apartment Life	3,982	2.5
10 Early American Life	2,730	1.7
11 Capper's Weekly	2,739	1.7
12 Flower & Garden Magazine	2,526	1.6
13 Blair & Ketchum's Country Journal	1,925	1.2
14 Colonial Homes/House Beautiful	1,753	1.1
15 Houston Home/Garden	757	0.5
Total:	$162,047	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Good Housekeeping	26,767	45.8
2 Better Homes and Gardens	8,725	14.9
3 House & Garden	5,976	10.2
4 House Beautiful	4,579	7.8
5 Architectural Digest	3,269	5.6
6 Colonial Homes/House Beautiful	2,252	3.8
7 Southern Living	2,035	3.5
8 Sunset	1,490	2.5
9 1001 Decorating Ideas	1,418	2.4
10 Apartment Life	1,038	1.8
11 Houston Home/Garden	417	0.7
12 Blair & Ketchum's Country Journal	309	0.5
13 Early American Life	169	0.3
14 Flower & Garden Magazine	74	0.1
15 Capper's Weekly		0.0
Total:	$58,498	

Figures are Folio estimates

(continued...)

(... continued)

AVERAGE CIRCULATION

		MARKET SHARE %
1 Better Homes and Gardens	8,052,429	35.9
2 Good Housekeeping	5,224,734	23.3
3 Southern Living	1,800,987	8.0
4 Sunset	1,393,811	6.2
5 House & Garden	1,009,820	4.5
6 House Beautiful	885,494	4.0
7 1001 Decorating Ideas	873,028	3.9
8 Apartment Life	769,164	3.4
9 Flower & Garden Magazine	505,703	2.3
10 Architectural Digest	443,403	2.0
11 Capper's Weekly	419,733	1.9
12 Colonial Homes/House Beautiful	415,604	1.9
13 Early American Life	335,801	1.5
14 Blair & Ketchum's Country Journal	196,126	0.9
15 Houston Home/Garden	73,646	0.3
Total:	22,399,483	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Houston Home/Garden	52.06
2 Architectural Digest	46.02
3 House & Garden	35.13
4 House Beautiful	29.03
5 Southern Living	27.96
6 Sunset	26.99
7 Good Housekeeping	26.90
8 Better Homes and Gardens	20.21
9 Blair & Ketchum's Country Journal	18.92
10 Apartment Life	17.18
11 Colonial Homes/House Beautiful	13.04
12 1001 Decorating Ideas	12.30
13 Early American Life	11.73
14 Capper's Weekly	7.99
15 Flower & Garden Magazine	7.38

From the Folio 400:

Home service

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Houston Home/Garden	36.11
2 House & Garden	24.36
3 Architectural Digest	19.21
4 House Beautiful	18.90
5 Sunset	18.88
6 Southern Living	17.05
7 Good Housekeeping	15.43
8 Better Homes and Gardens	11.90
9 Apartment Life	10.66
10 Blair & Ketchum's Country Journal	7.52
11 Colonial Homes/House Beautiful	5.40
12 Early American Life	5.08
13 1001 Decorating Ideas	2.63
14 Flower & Garden Magazine	2.23
15 Capper's Weekly	1.47

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Architectural Digest	26.81
2 Houston Home/Garden	15.96
3 Good Housekeeping	11.47
4 Blair & Ketchum's Country Journal	11.40
5 Southern Living	10.91
6 House & Garden	10.77
7 House Beautiful	10.13
8 1001 Decorating Ideas	9.67
9 Colonial Homes/House Beautiful	9.64
10 Early American Life	8.65
11 Better Homes and Gardens	8.55
12 Sunset	8.11
14 Apartment Life	6.53
14 Capper's weekly	6.51
15 Flower & Garden Magazine	5.14

Figures are Folio estimates

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Americana, New Shelter, Country Gentleman, Family Handyman, Family Health, How To, Texas Homes, Workbench, Dallas-Fort Worth Home/Garden; and 62 non-audited magazines that accept advertising.

From the Folio 400:

Culinary

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Bon Appetit	19,762	45.6
2 Gourmet	14,189	32.7
3 Cuisine	9,380	21.6
	Total: $43,331	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Bon Appetit	8,216	44.3
2 Gourmet	7,330	39.5
3 Cuisine	3,010	16.2
	Total: $18,556	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Bon Appetit	875	42.7
2 Gourmet	745	36.4
3 Cuisine	429	20.9
	Total: $2049	

AD PAGES

		MARKET SHARE %
1 Cuisine	5,923	54.3
2 Gourmet	4,985	45.7
3 Bon Appetit		0.0
	Total: 10,908	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Gourmet	1,875	80.7
2 Cuisine	447	19.3
3 Bon Appetit		0.0
	Total: $2,322	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Bon Appetit	1,130,159	34.4
2 Cuisine	786,592	23.5
3 Gourmet	661,865	42.1
	Total: 2,578,616	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Gourmet	21.44
2 Bon Appetit	17.50
3 Cuisine	11.93

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Gourmet	11.07
2 Bon Appetit	7.30
3 Cuisine	3.83

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Gourmet	10.36
2 Bon Appetit	10.22
3 Cuisine	8.10

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: International Review of Food & Wine, Cookbook Digest; and 3 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Lifestyle: dual audience

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Money	26,253	13.8
2 New York	24,578	12.9
3 Travel & Leisure	21,526	11.3
4 Architectural Digest	20,405	10.7
5 Gourmet	14,189	7.4
6 Forum	13,923	7.3
7 Apartment Life	13,217	6.9
8 Mother Earth News	12,519	6.6
9 Yankee	11,704	6.1
10 Town & Country	10,366	5.4
11 Cuisine	9,380	4.9
12 High Times	8,706	4.6
13 Blair & Ketchum's Country Journal	3,710	1.9
Total:	$190,476	

AD REVENUE

	($000)	MARKET SHARE %
1 New York	16,922	19.8
2 Travel & Leisure	13,708	16.1
3 Money	11,663	13.7
4 Architectural Digest	8,519	10.0
5 Apartment Life	8,198	9.6
6 Gourmet	7,330	8.6
7 Town & Country	6,903	8.1
8 Yankee	4,087	4.8
9 Cuisine	3,010	3.5
10 Mother Earth News	2,508	2.9
11 Blair & Ketchum's Country Journal	1,475	1.7
12 High Times	985	1.2
13 Forum	67	0.1
Total:	$85,375	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 New York	2,225	20.5
2 Yankee	1,290	11.9
3 Architectural Digest	1,214	11.2
4 Town & Country	1,199	11.0
5 Travel & Leisure	984	9.1
6 Money	857	7.9
7 Gourmet	745	6.9
8 Apartment Life	657	6.0
9 Blair & Ketchum's Country Journal	566	5.2
10 Cuisine	429	3.9
11 High Times	375	3.4
12 Mother Earth News	304	2.8
13 Forum	27	0.2
Total:	$10,872	

AD PAGES

		MARKET SHARE %
1 Money	12,660	18.1
2 Architectural Digest	8,637	12.4
3 Mother Earth News	8,056	11.5
4 Travel & Leisure	7,818	11.2
5 Yankee	6,622	9.5
6 New York	6,112	8.8
7 Cuisine	5,923	8.5
8 Gourmet	4,985	7.1
9 Apartment Life	3,982	5.7
10 Town & Country	1,934	2.8
11 Blair & Ketchum's Country Journal	1,925	2.8
12 Forum	614	0.9
13 High Times	522	0.7
Total:	69,790	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Blair & Ketchum's Country Journal	309,605	89.8
2 Forum	13,242	3.8
3 High Times	7,199	2.1
4 Architectural Digest	3,249	0.9
5 Mother Earth News	1,955	0.6
6 Money	1,929	0.6
7 Gourmet	1,875	0.5
8 New York	1,543	0.4
9 Town & Country	1,530	0.4
10 Apartment Life	1,038	0.3
11 Yankee	995	0.3
12 Cuisine	447	0.1
13 Travel & Leisure		0.0
Total:	344,607	

Figures are Folio estimates

(continued...)

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NEWSSTAND REVENUE

		($000)	MARKET SHARE %
1	Travel & Leisure	930,700	11.8
2	Money	852,946	10.0
3	Yankee	816,536	10.4
4	Forum	787,606	10.0
5	Cuisine	786,592	10.0
6	Apartment Life	769,164	9.8
7	Mother Earth News	704,684	9.0
8	Gourmet	661,865	8.4
9	Architectural Digest	443,403	5.6
10	New York	393,629	5.0
11	High Times	330,418	4.2
12	Blair & Ketchum's Country Journal	196,126	2.5
13	Town & Country	194,967	2.5
		Total: 7,868,636	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1	New York	62.44
2	Town & Country	53.17
3	Architectural Digest	46.02
4	Money	30.78
5	High Times	26.35
6	Travel & Leisure	23.13
7	Gourmet	21.44
8	Blair & Ketchum's Country Journal	18.92
9	Mother Earth News	17.76
10	Forum	17.68
11	Apartment Life	17.18
12	Yankee	14.33
13	Cuisine	11.93

From the Folio 400:

Lifestyle: dual audience

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1	New York	42.99
2	Town & Country	35.40
3	Architectural Digest	19.21
4	Travel & Leisure	14.73
5	Money	13.67
6	Gourmet	11.07
7	Apartment Life	10.66
8	Blair & Ketchum's Country Journal	7.52
9	Yankee	5.01
10	Cuisine	3.83
11	Mother Earth News	3.56
12	High Times	2.98
13	Forum	.09

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1	Architectural Digest	26.81
2	High Times	23.37
3	New York	19.45
4	Town & Country	17.77
5	Forum	17.59
6	Money	17.10
7	Mother Earth News	14.21
8	Blair & Ketchum's Country Journal	11.40
9	Gourmet	10.36
10	Yankee	9.33
11	Travel & Leisure	8.40
12	Cuisine	8.10
13	Apartment Life	6.53

Figures are Folio : : imates

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: All in Style and New Shelter.

From the Folio 400:

Sports: general interest

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Sports Illustrated	188,276	87.6
2 Sport	14,319	6.7
3 Sporting News	12,321	5.7
	Total: $214,916	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Sports Illustrated	126,570	93.3
2 Sport	6,100	4.5
3 Sporting News	2,975	2.2
	Total: $135,645	

AD PAGES

		MARKET SHARE %
1 Sports Illustrated	2,948	70.1
2 Sporting News	748	17.8
3 Sport	512	12.2
	Total: 4,208	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Sports Illustrated	55,705	82.7
2 Sport	6,025	8.9
3 Sporting News	5,649	8.4
	Total: $67,379	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Sports Illustrated	6,001	50.5
2 Sporting News	3,696	31.1
3 Sport	2,194	18.5
	Total: 11,891	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Sports Illustrated	2,280,989	59.8
2 Sport	1,214,013	31.8
3 Sporting News	317,592	8.3
	Total: 3,812,594	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Sports Illustrated	82.54
2 Sporting News	38.79
3 Sport	11.79

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Sports Illustrated	55.49
2 Sporting News	9.37
3 Sport	5.02

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Sporting News	29.43
2 Sports Illustrated	27.05
3 Sport	6.77

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Athletic Journal, Coaching Women Athletes, Scholastic Coach, Inside Sports; and 7 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Sports: special interest

	TOTAL REVENUE ($000)	MARKET SHARE %
1 Golf Digest	24,228	28.5
2 Golf	13,714	16.1
3 Skiing	11,858	13.9
4 Tennis	9,452	11.1
5 Runner's World	8,088	9.5
6 World Tennis	6,929	8.1
7 Ski	6,668	7.8
8 Skin Diver	4,178	4.9
	Total: $85,115	

	ADVERTISING REVENUE ($000)	MARKET SHARE %
1 Golf Digest	15,500	28.9
2 Skiing	9,154	17.1
3 Golf	9,023	16.4
4 Tennis	6,117	11.4
5 Ski	4,280	8.0
6 Runner's World	3,617	6.8
7 World Tennis	3,417	6.4
8 Skin Diver	2,450	4.6
	Total: $53,558	

	AD PAGES	MARKET SHARE %
1 Golf Digest	1,017	17.7
2 Skiing	760	13.2
3 Golf	756	13.2
4 Tennis	727	12.7
5 Skin Diver	706	12.3
6 Runner's World	700	12.2
7 Ski	582	10.1
8 World Tennis	494	8.6
	Total: 5,742	

	SUBSCRIPTION REVENUE ($000)	MARKET SHARE %
1 Golf Digest	7,498	31.2
2 Golf	3,613	15.0
3 World Tennis	3,105	12.9
4 Tennis	2,701	11.2
5 Runner's World	2,556	10.6
6 Skiing	1,956	8.1
7 Ski	1,529	6.4
8 Skin Diver	1,062	4.4
	Total: $24,020	

	NEWSSTAND REVENUE ($000)	MARKET SHARE %
1 Runner's World	1,915	25.4
2 Golf Digest	1,230	16.3
3 Golf	1,079	14.3
4 Ski	859	11.4
5 Skiing	748	9.9
6 Skin Diver	666	8.8
7 Tennis	634	8.4
8 World Tennis	406	5.4
	Total: $7,537	

Figures are Folio estimates

(continued...)

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AVERAGE CIRCULATION

		MARKET SHARE %
1 Golf Digest	972,382	24.3
2 Golf	709,461	17.7
3 Skiing	450,785	11.3
4 Tennis	446,905	11.2
5 Runner's World	436,796	10.9
6 Ski	423,384	10.6
7 World Tennis	391,801	9.8
8 Skin Diver	175,679	4.4
	Total: 4,005,193	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Skiing	26.30
2 Golf Digest	24.92
3 Skin Diver	23.78
4 Tennis	21.35
5 Golf	19.31
6 Runner's World	18.60
7 World Tennis	17.68
8 Ski	15.75

From the Folio 400:

Sports: special interest

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Skiing	20.31
2 Golf Digest	15.94
3 Skin Diver	13.94
4 Tennis	13.69
5 Golf	12.72
6 Ski	10.11
7 World Tennis	8.72
8 Runner's World	8.32

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Runner's World	10.28
2 Skin Diver	9.84
3 Golf Digest	8.98
4 World Tennis	8.96
5 Tennis	7.46
6 Golf	6.61
7 Skiing	6.00
8 Ski	5.64

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Basketball Digest, Football Digest, Horseman, Runner, Texas Fisherman, Running; and 85 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Fishing & hunting

TOTAL REVENUE	($000)	MARKET SHARE %
1 Field & Stream	33,601	38.4
2 Outdoor Life	27,442	31.4
3 Sports Afield	10,593	12.1
4 Guns & Ammo	8,941	10.2
5 Bassmaster	3,601	4.1
6 Shooting Times	3,284	3.8
	Total: $87,462	

ADVERTISING REVENUE	($000)	MARKET SHARE %
1 Field & Stream	20,417	42.4
2 Outdoor Life	16,292	33.8
3 Sports Afield	5,421	11.3
4 Guns & Ammo	3,737	7.8
5 Bassmaster	1,534	3.2
6 Shooting Times	784	1.6
	Total: $48,185	

AD PAGES		MARKET SHARE %
1 Field & Stream	1,048	23.5
2 Outdoor Life	978	22.0
3 Sports Afield	946	21.2
4 Guns & Ammo	586	13.2
5 Shooting Times	489	11.0
6 Bassmaster	408	9.2
	Total: 4,455	

SUBSCRIPTION REVENUE	($000)	MARKET SHARE %
1 Field & Stream	11,296	40.2
2 Outdoor Life	8,568	30.5
3 Sports Afield	2,957	10.5
4 Guns & Ammo	2,464	8.8
5 Bassmaster	2,067	7.3
6 Shooting Times	779	2.8
	Total: $28,131	

NEWSSTAND REVENUE	($000)	MARKET SHARE %
1 Guns & Ammo	2,740	24.6
2 Outdoor Life	2,583	23.2
3 Sports Afield	2,215	19.9
4 Field & Stream	1,888	16.9
5 Shooting Times	1,721	15.4
6 Bassmaster		0.0
	Total: $11,147	

Figures are Folio estimates

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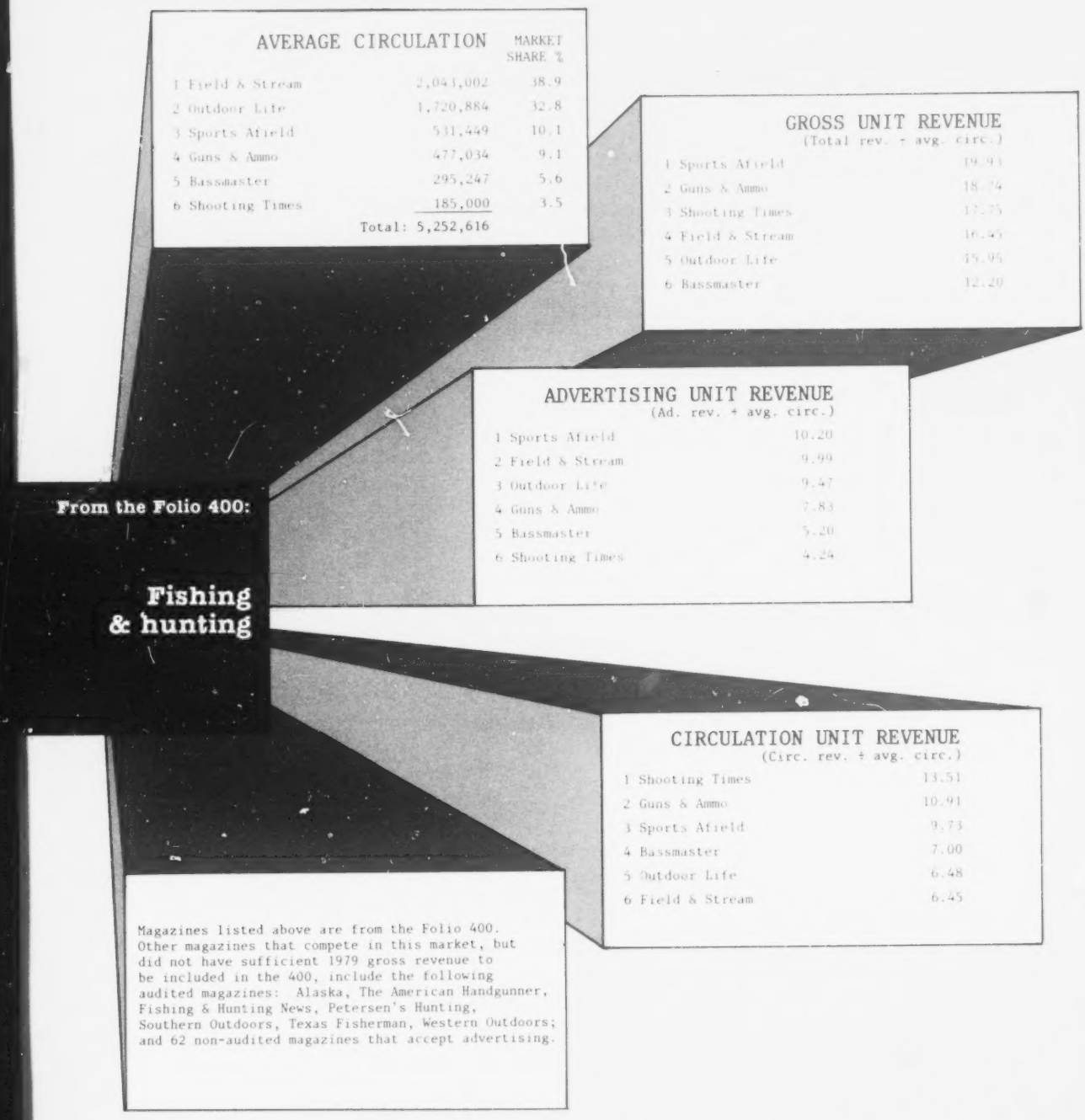

From the Folio 400:

Fishing & hunting

AVERAGE CIRCULATION

		MARKET SHARE %
1 Field & Stream	2,043,002	38.9
2 Outdoor Life	1,720,884	32.8
3 Sports Afield	531,449	10.1
4 Guns & Ammo	477,034	9.1
5 Bassmaster	295,247	5.6
6 Shooting Times	185,000	3.5
	Total: 5,252,616	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Sports Afield	19.93
2 Guns & Ammo	18.74
3 Shooting Times	17.75
4 Field & Stream	16.43
5 Outdoor Life	15.95
6 Bassmaster	12.20

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Sports Afield	10.20
2 Field & Stream	9.99
3 Outdoor Life	9.47
4 Guns & Ammo	7.83
5 Bassmaster	5.20
6 Shooting Times	4.24

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Shooting Times	13.51
2 Guns & Ammo	10.91
3 Sports Afield	9.73
4 Bassmaster	7.00
5 Outdoor Life	6.48
6 Field & Stream	6.45

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Alaska, The American Handgunner, Fishing & Hunting News, Petersen's Hunting, Southern Outdoors, Texas Fisherman, Western Outdoors; and 62 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Marine

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Yachting	8,613	24.9
2 Sail	7,446	21.5
3 Boating	6,379	18.5
4 Motor Boating & Sailing	4,660	13.5
5 Sea	4,514	13.1
6 Motorboat	2,945	8.5
	Total: $34,557	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Yachting	5,966	26.7
2 Boating	4,801	21.5
3 Sail	4,311	19.3
4 Motor Boating & Sailing	3,078	13.8
5 Sea	2,617	11.7
6 Motorboat	1,599	7.1
	Total: $22,372	

AD PAGES

		MARKET SHARE %
1 Yachting	2,275	27.5
2 Sail	1,549	18.7
3 Motor Boating & Sailing	1,478	17.9
4 Boating	1,275	15.4
5 Sea	983	11.9
6 Motorboat	719	8.7
	Total: 8,279	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Sail	1,652	22.8
2 Yachting	1,493	20.6
3 Sea	1,326	18.3
4 Boating	981	13.6
5 Motor Boating & Sailing	933	12.9
6 Motorboat	850	11.7
	Total: $7,235	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Sail	1,483	30.0
2 Yachting	1,154	23.3
3 Motor Boating & Sailing	650	13.1
4 Boating	596	12.0
5 Sea	571	11.5
6 Motorboat	495	10.0
	Total: $4,949	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Boating	180,525	19.4
2 Sail	172,797	18.5
3 Sea	163,918	17.6
4 Yachting	150,875	16.2
5 Motor Boating & Sailing	133,646	14.3
6 Motorboat	130,404	14.0
	Total: 932,165	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Yachting	57.09
2 Sail	43.09
3 Boating	35.33
4 Motor Boating & Sailing	34.87
5 Sea	27.54
6 Motorboat	22.58

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Yachting	39.54
2 Boating	26.59
3 Sail	24.95
4 Motor Boating & Sailing	23.03
5 Sea	15.97
6 Motorboat	12.26

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Sail	18.14
2 Yachting	17.54
3 Motor Boating & Sailing	11.84
4 Sea	11.57
5 Motorboat	10.32
6 Boating	8.74

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Cruising World, Chesapeake Bay Magazine, The Ensign, Yacht Racing/Cruising; and 23 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Music & equipment

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Rolling Stone	22,742	39.7
2 Stereo Review	16,757	29.3
3 High Fidelity	10,531	18.4
4 Audio	3,890	6.8
5 Country Music	3,315	5.8
	Total: $57,235	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Stereo Review	13,198	38.1
2 Rolling Stone	10,640	30.7
3 High Fidelity	7,123	20.6
4 Audio	2,618	7.6
5 Country Music	1,038	3.0
	Total: $34,617	

AD PAGES

		MARKET SHARE %
1 Rolling Stone	1,167	27.4
2 Audio	1,010	23.7
3 Stereo Review	940	22.0
4 High Fidelity	847	19.9
5 Country Music	301	7.1
	Total: 4,265	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Rolling Stone	3,883	31.8
2 High Fidelity	2,713	22.2
3 Stereo Review	2,625	21.5
4 Country Music	2,240	18.3
5 Audio	768	6.3
	Total: $12,229	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Rolling Stone	672,274	33.6
2 Stereo Review	526,346	26.3
3 High Fidelity	367,908	18.4
4 Country Music	318,527	15.9
5 Audio	116,764	5.8
	Total: 2,001,819	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Rolling Stone	8,218	79.1
2 Stereo Review	934	9.0
3 High Fidelity	695	6.7
4 Audio	505	4.9
5 Country Music	36	0.3
	Total: $10,388	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Rolling Stone	33.83
2 Audio	33.32
3 Stereo Review	31.84
4 High Fidelity	28.62
5 Country Music	10.41

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Stereo Review	25.07
2 Audio	22.42
3 High Fidelity	19.36
4 Rolling Stone	15.83
5 Country Music	3.26

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Rolling Stone	18.00
2 Audio	10.90
3 High Fidelity	9.26
4 Country Music	7.15
5 Stereo Review	6.76

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Country Style, Creem, Hi-Fi Stereo, Hit Parader, Sheet Music; and 26 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Inflight

TOTAL REVENUE

	($000)	MARKET SHARE %
1 United Mainliner	7,912	27.8
2 Eastern Review	5,650	19.9
3 TWA Ambassador	4,244	14.9
4 American Way	4,181	14.7
5 Delta Sky	3,410	12.0
6 PSA California Magazine	3,064	10.8
Total:	$28,461	

AD PAGES

		MARKET SHARE %
1 PSA California Magazine	1,437	25.7
2 United Mainliner	1,156	20.7
3 Eastern Review	1,001	17.9
4 American Way	741	13.3
5 TWA Ambassador	683	12.2
6 Delta Sky	568	10.2
Total:	5,586	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 United Mainliner	7,912	27.8
2 Eastern Review	5,650	19.9
3 TWA Ambassador	4,244	14.9
4 American Way	4,181	14.7
5 Delta Sky	3,410	12.0
6 PSA California Magazine	3,064	10.8
Total:	$28,461	

AVERAGE CIRCULATION

		MARKET SHARE %
1 TWA Ambassador	358,000	22.4
2 United Mainliner	320,000	20.0
3 Eastern Review	312,625	19.6
4 Delta Sky	290,000	18.2
5 American Way	250,000	15.7
6 PSA California Magazine	66,700	4.2
Total:	1,597,325	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 PSA California Magazine	45.93
2 United Mainliner	24.72
3 Eastern Review	18.07
4 American Way	16.72
5 TWA Ambassador	11.85
6 Delta Sky	11.76

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 PSA California Magazine	45.93
2 United Mainliner	24.72
3 Eastern Review	18.07
4 American Way	16.72
5 TWA Ambassador	11.85
6 Delta Sky	11.76

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Continental Extra, Hughes Airwest Sundancer, Ozark Flightime, The Texas Flyer, Usair Magazine; and 15 non-audited magazines that accept advertising.

INFLIGHT NETWORKS

The following Networks offer combination advertising buys for the noted inflight publications: Air Group One: American Way, Braniff's Flying Colors, Delta Sky, Frontier, Passages, TWA Ambassador, East/West Network: Continental Extra, Eastern Review, Hughes Airwest Sundancer, Ozark Flightime, PSA, The Texas Flyer, United Mainliner. Ziff Davis InFlight Group: Pan Am Clipper, US Air Magazine, Republic Scene Magazine.

Figures are Folio estimates

From the Folio 400:

Travel

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Travel & Leisure	21,526	50.4
2 Travel/Holiday	9,749	22.8
3 Signature	6,852	16.0
4 Crossroads	3,773	8.8
5 Motorland	836	2.0
	Total: $42,736	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Travel & Leisure	13,708	61.5
2 Signature	3,371	15.1
3 Travel/Holiday	3,263	14.6
4 Crossroads	1,119	5.0
5 Motorland	836	3.7
	Total: $22,297	

AD PAGES

		MARKET SHARE %
1 Travel & Leisure	984	43.2
2 Signature	559	24.5
3 Travel/Holiday	529	32.2
4 Motorland	140	6.1
5 Crossroads	65	2.9
	Total: 2,277	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Travel & Leisure	7,818	38.5
2 Travel/Holiday	6,363	31.3
3 Signature	3,480	17.1
4 Crossroads	2,654	13.1
5 Motorland		0.0
	Total: $20,315	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Travel/Holiday	123	99.2
2 Signature	1	0.8
3 Motorland		0.0
4 Crossroads		0.0
5 Travel & Leisure		0.0
	Total: $124	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Crossroads	2,250,004	38.9
2 Motorland	1,205,000	20.8
3 Travel & Leisure	930,700	16.1
4 Travel/Holiday	773,857	13.4
5 Signature	623,706	10.8
	Total: 5,783,267	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Travel & Leisure	23.13
2 Travel/Holiday	12.60
3 Signature	10.99
4 Crossroads	1.68
5 Motorland	.69

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Travel & Leisure	14.73
2 Signature	5.41
3 Travel/Holiday	4.22
4 Motorland	.69
5 Crossroads	.50

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Travel & Leisure	8.40
2 Travel/Holiday	8.38
3 Signature	5.58
4 Crossroads	1.18
5 Motorland	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Discovery, Michigan Living Motor News, Trains, and 32 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Youth

	TOTAL REVENUE ($000)	MARKET SHARE %
1 Seventeen	35,064	31.8
2 Highlights for Children	15,059	13.7
3 Scholastic Magazine	13,533	12.3
4 'Teen	13,044	11.8
5 Boys' Life	9,047	8.2
6 Co-ed	6,231	5.7
7 Jack and Jill	5,991	5.4
8 Sesame Street	5,619	5.1
9 Tiger Beat	3,421	3.1
10 16 Magazine	3,172	2.9
	Total: $110,181	

	ADVERTISING REVENUE ($000)	MARKET SHARE %
1 Seventeen	19,155	56.2
2 'Teen	5,231	15.3
3 Scholastic Magazine	3,554	10.4
4 Co-ed	3,057	9.0
5 Boys' Life	2,474	7.3
6 Tiger Beat	417	1.2
7 16 Magazine	188	0.6
8 Jack and Jill	26	0.1
9 Highlights for Children		0.0
10 Sesame Street		0.0
	Total: $34,102	

	AD PAGES	MARKET SHARE %
1 Seventeen	1,383	45.5
2 'Teen	526	17.3
3 Scholastic Magazine	340	11.2
4 Co-ed	317	10.4
5 Boys' Life	248	8.2
6 Tiger Beat	136	4.5
7 16 Magazine	79	2.6
8 Jack and Jill	11	0.4
9 Highlights for Children		0.0
10 Sesame Street		0.0
	Total: 3040	

	SUBSCRIPTION REVENUE ($000)	MARKET SHARE %
1 Highlights for Children	15,058	28.7
2 Scholastic Magazine	9,979	19.0
3 Boys' Life	6,569	12.5
4 Seventeen	6,072	11.6
5 'Teen	4,117	7.9
6 Jack and Jill	4,113	7.8
7 Sesame Street	3,219	6.1
8 Co-ed	2,698	5.1
9 Tiger Beat	516	1.0
10 16 Magazine	96	0.2
	Total: $52,437	

	NEWSSTAND REVENUE ($000)	MARKET SHARE %
1 Seventeen	9,838	35.2
2 Boys' Life	4,301	15.3
3 'Teen	3,696	13.2
4 16 Magazine	2,889	10.3
5 Tiger Beat	2,489	8.9
6 Sesame Street	2,400	8.5
7 Jack and Jill	1,852	6.6
8 Co-ed	475	1.7
9 Highlights for Children		0.0
10 Scholastic Magazine		0.0
	Total: $27,940	

Figures are Folio estimates

(continued...)

(... continued)

AVERAGE CIRCULATION

		MARKET SHARE %
1 Scholastic Magazine	3,461,063	30.3
2 Boys' Life	1,557,330	13.6
3 Seventeen	1,411,813	12.4
4 Highlights for Children	1,136,500	10.0
5 'Teen	1,040,229	9.1
6 Sesame Street	835,000	7.3
7 Co-ed	802,507	7.0
8 Jack and Jill	568,148	5.0
9 Tiger Beat	346,202	3.0
10 16 Magazine	250,324	2.2
	Total: 11,409,116	

GROSS UNIT REVENUE

1 Seventeen	24.84
2 Highlights for Children	13.25
3 16 Magazine	12.67
4 'Teen	12.54
5 Jack and Jill	10.54
6 Tiger Beat	9.88
7 Co-ed	7.76
8 Sesame Street	6.73
9 Boys' Life	5.81
10 Scholastic Magazine	3.91

From the Folio 400:

Youth

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Seventeen	13.57
2 'Teen	5.03
3 Co-ed	3.81
4 Boys' Life	1.59
5 Tiger Beat	1.20
6 Scholastic Magazine	1.03
7 16 Magazine	.75
8 Jack and Jill	.05
9 Highlights for Children	
10 Sesame Street	

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Highlights for Children	13.25
2 16 Magazine	11.92
3 Seventeen	11.27
4 Jack and Jill	10.50
5 Tiger Beat	8.68
6 'Teen	7.51
7 Sesame Street	6.73
8 Boys' Life	4.22
9 Co-ed	3.95
10 Scholastic Magazine	2.88

Figures are Folio estimates

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Campus Life, The 18 Almanac, Exploring, 16 Magazine; and 6 non-audited magazines that accept advertising.

From the Folio 400:

Black ethnic

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Ebony	30,002	42.6
2 Jet	23,090	32.8
3 Essence Magazine	12,043	17.1
4 Black Enterprise	5,262	7.5
	Total: $70,397	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Ebony	17,027	51.2
2 Essence Magazine	6,472	19.5
3 Jet	5,386	16.2
4 Black Enterprise	4,362	13.1
	Total: $33,247	

AD PAGES

		MARKET SHARE %
1 Ebony	1,044	30.9
2 Jet	921	27.2
3 Essence Magazine	877	25.9
4 Black Enterprise	540	16.0
	Total: 3,382	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Ebony	9,990	46.9
2 Jet	7,244	34.0
3 Essence Magazine	3,192	15.0
4 Black Enterprise	881	4.1
	Total: $21,307	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Jet	10,459	66.0
2 Ebony	2,985	18.8
3 Essence Magazine	2,380	15.0
4 Black Enterprise	19	0.1
	Total: $15,843	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Jet	711,956	46.3
2 Essence Magazine	600,991	39.1
3 Black Enterprise	221,976	14.4
4 Ebony	1,267	0.1
	Total: 1,536,190	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Jet	32.43
2 Black Enterprise	23.71
3 Ebony	23.68
4 Essence Magazine	20.04

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Black Enterprise	19.65
2 Ebony	13.44
3 Essence Magazine	10.77
4 Jet	7.57

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Jet	24.87
2 Ebony	10.24
3 Essence Magazine	9.27
4 Black Enterprise	4.06

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Ebony Jr., Black Stars, and Blacktress.

Figures are Folio estimates

From the Folio 400:

Personal finance

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Consumer Reports	27,679	33.0
2 Money	26,253	31.3
3 Changing Times	13,484	16.1
4 Consumer's Digest	10,580	12.6
5 Moneysworth	5,761	6.9
	Total: $83,757	

AD REVENUE

	($000)	MARKET SHARE %
1 Consumer Reports	25,865	65.9
2 Money	11,663	29.7
3 Moneysworth	1,750	4.5
4 Consumer's Digest		0.0
5 Changing Times		0.0
	Total: $39,278	

AD PAGES

		MARKET SHARE %
1 Money	857	77.7
2 Moneysworth	246	22.3
3 Consumer Reports		0.0
4 Consumer's Digest		0.0
5 Changing Times		0.0
	Total: 1,103	

SUBSCRIPTION REVENUE

	($000)	
1 Changing Times	13,085	31.0
2 Money	12,660	30.0
3 Consumer's Digest	10,580	25.1
4 Moneysworth	4,011	9.5
5 Consumer Reports	1,814	4.3
	Total: $ 42,150	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Money	1,929	82.9
2 Changing Times	399	17.1
3 Consumer Reports		0.0
4 Consumer's Digest		0.0
5 Moneysworth		0.0
	Total: $2,328	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Consumer Reports	2,320,000	37.3
2 Changing Times	1,327,806	21.3
3 Moneysworth	869,211	14.0
4 Money	852,946	13.7
5 Consumer's Digest	850,000	13.7
	Total: 6,219,963	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Money	30.78
2 Consumer's Digest	12.45
3 Consumer Reports	11.93
4 Changing Times	10.16
5 Moneysworth	6.63

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Money	13.67
2 Moneysworth	2.01
3 Consumer Reports	
4 Consumer's Digest	
5 Changing Times	

CIRCULATION UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Money	17.10
2 Consumer's Digest	12.45
3 Consumer Reports	11.93
4 Changing Times	10.16
5 Moneysworth	4.61

Figures are Folio estimates

From the Folio 400:

Business

	TOTAL REVENUE	($000)	MARKET SHARE %
1	Business Week	140,774	43.6
2	Fortune	65,973	20.4
3	Forbes	51,403	15.9
4	Nation's Business	25,025	7.8
5	Industry Week	13,718	4.3
6	Dun's Review	7,458	2.3
7	Harvard Business Review	6,373	2.0
8	Black Enterprises	5,262	1.6
9	Sales & Marketing Management	3,692	1.1
10	Inc	3,097	1.0
		Total: $322,775	

	ADVERTISING REVENUE	($000)	MARKET SHARE %
1	Business Week	119,016	48.0
2	Fortune	49,088	19.8
3	Forbes	37,966	15.3
4	Industry Week	13,692	5.5
5	Nation's Business	9,182	3.7
6	Dun's Review	7,147	2.9
7	Black Enterprises	4,362	1.8
8	Inc	3,097	1.2
9	Sales & Marketing Management	2,402	1.0
10	Harvard Business Review	1,922	0.8
		Total: $247,811	

	AD PAGES		MARKET SHARE %
1	Business Week	5,107	31.8
2	Forbes	2,641	16.5
3	Fortune	2,301	14.3
4	Industry Week	2,186	13.6
5	Dun's Review	1,013	6.3
6	Sales & Marketing Management	832	5.2
7	Nation's Business	544	3.4
8	Black Enterprises	540	3.4
9	Inc	473	2.9
10	Harvard Business Review	408	2.5
		Total: 16,045	

	SUBSCRIPTION REVENUE	($000)	MARKET SHARE %
1	Business Week	20,194	28.3
2	Nation's Business	15,843	22.2
3	Fortune	15,479	21.7
4	Forbes	12,863	18.0
5	Harvard Business Review	4,411	6.2
6	Sales & Marketing Management	1,290	1.8
7	Black Enterprises	881	1.2
8	Dun's Review	311	.4
9	Industry Week	26	0.0
10	Inc		0.0
		Total $71,271	

	NEWSSTAND REVENUE	($000)	MARKET SHARE %
1	Business Week	1,565	43.4
2	Fortune	1,406	39.0
3	Forbes	574	15.9
4	Harvard Business Review	40	1.1
5	Black Enterprises	19	0.5
6	Inc		0.0
7	Nation's Business		0.0
8	Sales & Marketing Management		0.0
9	Dun's Review		0.0
10	Industry Week		0.0
		Total $3,604	

Figures are Folio estimates

(continued...)

(... continued)

From the Folio 400:

Business

AVERAGE CIRCULATION

			MARKET SHARE %
1	Nation's Business	1,247,269	25.9
2	Business Week	799,728	16.6
3	Forbes	676,692	14.0
4	Fortune	669,780	13.9
5	Inc	400,000	8.3
6	Dun's Review	280,088	5.8
7	Industry Week	262,826	5.5
8	Black Enterprises	221,976	4.6
9	Harvard Business Review	212,044	4.4
10	Sales & Marketing Management	46,057	1.0
	Total:	4,816,460	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1	Business Week	176.03
2	Fortune	98.50
3	Sales & Marketing Management	80.15
4	Forbes	75.96
5	Industry Week	52.19
6	Harvard Business Review	30.06
7	Dun's Review	26.63
8	Black Enterprises	23.71
9	Nation's Business	20.06
10	Inc	7.74

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1	Business Week	148.82
2	Fortune	73.29
3	Forbes	56.11
4	Sales & Marketing Management	52.15
5	Industry Week	52.10
6	Dun's Review	25.52
7	Black Enterprises	19.65
8	Harvard Business Review	9.06
9	Inc	7.74
10	Nation's Business	7.36

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1	Sales & Marketing Management	28.00
2	Business Week	27.21
3	Fortune	25.21
4	Harvard Business Review	20.99
5	Forbes	19.86
6	Nation's Business	12.70
7	Black Enterprises	4.06
8	Dun's Review	1.11
9	Industry Week	.10
10	Inc	0

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Alaska Industry, California Business, Corporate Report, Florida Trend, Hawaii Business, New England Business, Pacific Business News, The South Magazine, Sunbelt Business Magazines, Texas Business, Chief Executive; and 58 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Financial

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Barron's	12,685	48.1
2 Institutional Investor	7,050	26.7
3 Financial World	3,787	14.4
4 Fensions & Investments	2,838	10.8
Total:	$26,360	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Institutional Investor	6,413	41.1
2 Barron's	4,542	29.1
3 Pensions & Investments	2,540	16.3
4 Financial World	2,097	13.4
Total:	$15,592	

AD PAGES

		MARKET SHARE %
1 Institutional Investor	2,446	41.9
2 Barron's	1,854	31.7
3 Financial World	955	16.3
4 Pensions & Investments	589	10.1
Total:	5,844	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Barron's	5,453	68.6
2 Financial World	1,558	19.6
3 Institutional Investor	637	8.0
4 Pensions & Investments	298	3.8
Total:	$7,946	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Barron's	2,690	95.3
2 Financial World	132	4.7
3 Pensions & Investments		0.0
4 Institutional Investor		0.0
Total:	$2,822	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Barron's	230,032	62.9
2 Financial World	63,925	17.5
3 Institutional Investor	44,775	12.2
4 Pensions & Investments	27,043	7.4
Total:	365,775	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Institutional Investor	157.46
2 Pensions & Investments	104.93
3 Financial World	59.25
4 Barron's	55.15

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Institutional Investor	143.23
2 Pensions & Investments	93.92
3 Financial World	32.80
4 Barron's	19.74

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Barron's	35.40
2 Financial World	26.45
3 Institutional Investor	14.24
4 Pensions & Investments	11.01

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Financial Analysts Journal, Financial Executive, Management Accountant, The Money Manager, Pension World, Savings & Loan News, Trusts & Estates; and 23 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Men's service

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Popular Mechanics	32,682	36.7
2 Popular Science	32,069	36.0
3 Mechanix Illustrated	24,265	27.3
	Total: $89,016	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Popular Mechanics	19,125	38.3
2 Popular Science	16,663	33.4
3 Mechanix Illustrated	14,170	28.4
	Total: $49,958	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Popular Mechanics	1,431	40.5
2 Popular Science	1,083	30.6
3 Mechanix Illustrated	1,023	28.9
	Total: $3,537	

AD PAGES

		MARKET SHARE %
1 Popular Science	10,285	39.0
2 Popular Mechanics	8,730	33.1
3 Mechanix Illustrated	7,374	27.9
	Total: 26,389	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Popular Science	5,121	40.4
2 Popular Mechanics	4,827	38.1
3 Mechanix Illustrated	2,721	21.5
	Total: $12,669	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Popular Science	1,800,962	34.9
2 Mechanix Illustrated	1,715,943	33.3
3 Popular Mechanics	1,639,467	31.8
	Total: 5,156,372	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Popular Mechanics	19.93
2 Popular Science	17.81
3 Mechanix Illustrated	14.14

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Popular Mechanics	11.67
2 Popular Science	9.25
3 Mechanix Illustrated	8.26

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Popular Science	8.55
2 Popular Mechanics	8.27
3 Mechanix Illustrated	5.88

Figures are Folio estimates

From the Folio 400:

Men's lifestyle

	TOTAL REVENUE ($000)	MARKET SHARE %
1 Playboy	170,027	45.8
2 Penthouse	149,290	40.2
3 Oui	21,731	5.8
4 Esquire	16,515	4.4
5 Gentlemen's Quarterly	13,918	3.7
	Total: $371,481	

	ADVERTISING REVENUE ($000)	MARKET SHARE %
1 Playboy	55,702	55.9
2 Penthouse	27,372	27.5
3 Esquire	8,510	8.5
4 Gentlemen's Quarterly	5,851	5.9
5 Oui	2,215	2.2
	Total: $99,650	

	AD PAGES	MARKET SHARE %
1 Playboy	1,400	32.7
2 Gentlemen's Quarterly	1,066	24.9
3 Penthouse	947	22.1
4 Esquire	616	14.4
5 Oui	255	6.0
	Total: 4,284	

	SUBSCRIPTION REVENUE ($000)	MARKET SHARE %
1 Playboy	30,356	68.4
2 Esquire	6,155	13.9
3 Penthouse	4,002	9.0
4 Gentlemen's Quarterly	2,363	5.3
5 Oui	1,473	3.3
	Total: $44,344	

	NEWSSTAND REVENUE ($000)	MARKET SHARE %
1 Penthouse	117,916	51.8
2 Playboy	83,969	36.9
3 Oui	18,042	7.9
4 Gentlemen's Quarterly	5,703	2.5
5 Esquire	1,850	0.8
	Total: $227,480	

Figures are Folio estimates

(continued...)

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AVERAGE CIRCULATION

		MARKET SHARE %
1 Playboy	5,393,830	44.8
2 Penthouse	4,681,586	38.9
3 Oui	865,895	7.2
4 Esquire	655,752	5.4
5 Gentlemen's Quarterly	440,377	3.7
Total:	12,037,440	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

		MARKET SHARE %
1 Penthouse	31.89	21.9
2 Gentlemen's Quarterly	31.61	21.8
3 Playboy	31.52	21.7
4 Esquire	25.19	17.3
5 Oui	25.10	17.3

From the Folio 400:

Men's lifestyle

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

		MARKET SHARE %
1 Gentlemen's Quarterly	13.29	29.5
2 Esquire	12.98	28.8
3 Playboy	10.33	23.0
4 Penthouse	5.85	13.0
5 Oui	2.56	5.7

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

		MARKET SHARE %
1 Penthouse	26.04	26.0
2 Oui	22.54	22.5
3 Playboy	21.20	21.1
4 Gentlemen's Quarterly	18.32	18.3
5 Esquire	12.21	12.2

Figures are Folio estimates

From the Folio 400:

Men's entertainment

	TOTAL REVENUE ($000)	MARKET SHARE %
1 Playboy	170,027	30.8
2 Penthouse	149,290	27.0
3 Hustler	57,950	10.5
4 Oui	21,731	3.9
5 High Society	21,240	3.8
6 Gallery	18,483	3.3
7 Club	16,490	3.0
8 Velvet	15,534	2.8
9 Genesis	13,485	2.4
10 National Lampoon	12,902	2.3
11 Cheri	11,581	2.1
12 Chic	10,502	1.9
13 Swank	7,718	1.4
14 Eros	5,918	1.1
15 Players	5,677	1.0
16 Club International	5,573	1.0
17 Stag	4,640	0.8
18 Adam	3,308	0.6
	Total: $552,049	

	ADVERTISING REVENUE ($000)	MARKET SHARE %
1 Playboy	55,702	61.2
2 Penthouse	27,372	30.1
3 National Lampoon	2,749	3.0
4 Oui	2,215	2.4
5 High Society	561	0.6
6 Genesis	504	0.6
7 Gallery	405	0.4
8 Swank	320	0.4
9 Hustler	286	0.3
10 Club	250	0.3
11 Players	215	0.2
12 Stag	144	0.2
13 Adam	136	0.1
14 Chic	78	0.1
15 Club International	60	0.1
16 Cheri	31	0.0
17 Eros		0.0
18 Velvet		0.0
	Total: $91,028	

	AD PAGES	MARKET SHARE %
1 Playboy	1,400	27.3
2 Penthouse	947	18.5
3 National Lampoon	539	10.5
4 Genesis	264	5.1
5 Hustler	256	5.0
6 Oui	255	5.0
7 Swank	240	4.7
8 Club International	216	4.2
9 Stag	216	4.2
10 Club	216	4.2
11 High Society	173	3.4
12 Gallery	127	2.5
13 Players	92	1.8
14 Adam	81	1.6
15 Chic	70	1.4
16 Cheri	36	0.7
17 Eros		0.0
18 Velvet		0.0
	Total: 5,128	

Figures are Folio estimates

(continued...)

(... continued)

	SUBSCRIPTION REVENUE	($000)	MARKET SHARE %
1	Playboy	30,356	78.3
2	Penthouse	4,002	10.3
3	Oui	1,473	3.8
4	National Lampoon	958	2.5
5	Hustler	774	2.0
6	Club International	263	0.7
7	Gallery	194	0.5
8	Adam	161	0.4
9	Club	160	0.4
10	Players	148	0.4
11	Chic	108	0.3
12	High Society	102	0.3
13	Genesis	60	0.2
14	Eros		0.0
15	Stag		0.0
16	Velvet		0.0
17	Cheri		0.0
18	Swank		0.0
	Total:	$38,759	

From the Folio 400:

Men's entertainment

	NEWSSTAND REVENUE	($000)	MARKET SHARE %
1	Penthouse	117,916	27.9
2	Playboy	83,969	19.9
3	Hustler	56,891	13.5
4	High Society	20,577	4.9
5	Oui	18,042	4.3
6	Gallery	17,884	4.2
7	Club	16,080	3.8
8	Velvet	15,534	3.7
9	Genesis	12,921	3.1
10	Cheri	11,550	2.7
11	Chic	10,316	2.4
12	National Lampoon	9,196	2.2
13	Swank	7,398	1.8
14	Eros	5,918	1.4
15	Players	5,314	1.3
16	Club International	5,250	1.2
17	Stag	4,496	1.1
18	Adam	3,011	0.7
	Total:	$422,263	

	AVERAGE CIRCULATION		MARKET SHARE %
1	Playboy	5,393,830	30.4
2	Penthouse	4,681,586	27.4
3	Hustler	1,642,256	9.3
4	Oui	865,895	4.9
5	Gallery	676,369	3.8
6	National Lampoon	631,154	3.6
7	Club	543,286	3.1
8	High Society	522,300	2.9
9	Velvet	438,825	2.5
10	Genesis	394,004	2.2
11	Cheri	385,000	2.2
12	Chic	296,331	1.7
13	Swank	241,770	1.4
14	Players	205,687	1.2
15	Club International	187,000	1.1
16	Eros	179,335	1.0
17	Adam	132,783	0.7
18	Stag	127,000	0.7
	Total:	17,724,411	

Figures are Folio estimates

(continued...)

(... continued)

From the Folio 400:

Men's entertainment

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

			MARKET SHARE %
1	High Society	40.67	7.2
2	Stag	36.53	6.5
3	Chic	35.44	6.3
4	Velvet	35.40	6.3
5	Hustler	35.29	6.3
6	Genesis	34.22	6.1
7	Eros	33.00	5.9
8	Swank	31.92	5.7
9	Penthouse	31.89	5.7
10	Playboy	31.52	5.6
11	Club	30.35	5.4
12	Cheri	30.08	5.4
13	Club International	29.80	5.3
14	Players	27.60	4.9
15	Gallery	27.33	4.9
16	Oui	25.10	4.5
17	Adam	24.91	4.4
18	National Lampoon	20.44	3.6

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

			MARKET SHARE %
1	Playboy	10.33	32.4
2	Penthouse	5.85	18.4
3	National Lampoon	4.35	13.7
4	Oui	2.56	8.0
5	Swank	1.32	4.1
6	Genesis	1.28	3.4
7	Stag	1.13	3.5
8	High Society	1.07	3.4
9	Players	1.04	3.3
10	Adam	1.02	3.2
11	Gallery	.60	1.9
12	Club	.46	1.4
13	Club International	.32	4.0
14	Chic	.26	0.8
15	Hustler	.17	0.5
16	Cheri	.08	0.3
17	Eros		0.0
18	Velvet		0.0

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

			MARKET SHARE %
1	High Society	39.59	7.5
2	Stag	35.40	6.7
3	Velvet	35.40	6.7
4	Chic	35.18	6.6
5	Hustler	35.11	6.6
6	Eros	33.00	6.2
7	Genesis	32.95	6.2
8	Swank	30.60	5.8
9	Cheri	30.00	5.7
10	Club	29.89	5.6
11	Club International	29.48	5.6
12	Gallery	26.73	5.0
13	Players	26.56	5.0
14	Penthouse	26.04	4.9
15	Adam	23.89	4.5
16	Oui	22.54	4.3
17	Playboy	21.20	4.0
18	National Lampoon	16.09	3.0

Figures are Folio estimates

From the Folio 400:

Automotive

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Car and Driver	18,237	19.6
2 Road & Track	18,226	19.6
3 Hot Rod	17,998	19.3
4 Motor Trend	15,110	16.2
5 Car Craft	8,731	9.4
6 Popular Hot Rodding	5,149	5.5
7 Pickup, Van & 4WD	4,394	4.7
8 Fourwheeler	2,689	2.9
9 Off Road	2,535	2.7
Total:	$93,069	

AD REVENUE

	($000)	MARKET SHARE %
1 Car and Driver	11,328	25.3
2 Road & Track	8,833	19.7
3 Motor Trend	7,897	17.6
4 Hot Rod	7,896	17.6
5 Car Craft	3,523	7.9
6 Pickup, Van & 4WD	2,195	4.9
7 Popular Hot Rodding	1,358	3.0
8 Fourwheeler	981	2.2
9 Off Road	801	1.8
Total:	$44,812	

AD PAGES

		MARKET SHARE %
1 Road & Track	1,085	17.9
2 Car and Driver	888	14.6
3 Car Craft	717	11.8
4 Hot Rod	651	10.7
5 Pickup, Van & 4WD	638	10.5
6 Motor Trend	540	8.9
7 Popular Hot Rodding	538	8.9
8 Fourwheeler	530	8.7
9 Off Road	477	7.9
Total:	6,064	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Hot Rod	4,130	21.8
2 Car and Driver	3,955	20.9
3 Motor Trend	3,928	20.8
4 Road & Track	3,186	16.9
5 Pickup, Van & 4WD	1,128	6.0
6 Car Craft	1,059	5.6
7 Fourwheeler	585	3.1
8 Popular Hot Rodding	481	2.5
9 Off Road	453	2.4
Total:	$18,905	

NEWSSTAND REVENUE

	($000)	MARKET SHARE %
1 Road & Track	6,207	21.1
2 Hot Rod	5,972	20.3
3 Car Craft	4,148	14.1
4 Popular Hot Rodding	3,310	11.3
5 Motor Trend	3,284	11.2
6 Car and Driver	2,954	10.1
7 Off Road	1,281	4.4
8 Fourwheeler	1,124	3.8
9 Pickup, Van & 4WD	1,072	3.7
Total	$29,352	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Hot Rod	886,560	21.2
2 Motor Trend	757,664	18.1
3 Car and Driver	723,690	17.3
4 Road & Track	589,082	14.1
5 Car Craft	383,806	9.2
6 Pickup, Van & 4WD	242,325	5.8
7 Fourwheeler	158,921	3.8
8 Off Road	145,292	3.5
9 Popular Hot Rodding	298,544	7.1
Total:	4,185,884	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Road & Track	30.94
2 Car and Driver	25.20
3 Car Craft	22.75
4 Hot Rod	20.30
5 Motor Trend	19.94
6 Pickup, Van & 4WD	18.13
7 Off Road	17.44
8 Popular Hot Rodding	17.25
9 Fourwheeler	16.92

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Car and Driver	15.65
2 Road & Track	14.99
3 Motor Trend	10.42
4 Car Craft	9.18
5 Pickup, Van & 4WD	9.06
6 Hot Rod	8.91
7 Fourwheeler	6.17
8 Off Road	5.51
9 Popular Hot Rodding	4.55

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Road & Track	15.95
2 Car Craft	13.57
3 Popular Hot Rodding	12.70
4 Off Road	11.93
5 Hot Rod	11.40
6 Fourwheeler	10.75
7 Car and Driver	9.55
8 Motor Trend	9.52
9 Pickup, Van & 4WD	9.08

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Autoweek, Dune Buggies & Hot VW's, 4 Wheel & Off Road, Road King, Stock Car Racing, Street Rodder, Super Stock & Drag Illustrated, Truckin; and 24 non-audited magazines that accept advertising.

Figures are Folio estimates

New publications & transitions

All In Style

In March 1979, East/West Network, Inc. acquired *All In Style* from Newport Publishing Company, and changed its format from 32 pages to 56, and from a predominantly pictorial magazine for women to a dual-audience fashion magazine with substantial text matter. The Sunday supplement features on-location shooting and articles pertaining to that particular area, as well as articles of general interest pertaining to style.

The magazine, published 10 times a year, is distributed to upper-income-level homes in 10 major markets. It has a non-paid circulation of 1.25 million. By spring 1981, the magazine will have a frequency of more than 12 times a year, will be distributed in as many as 20 cities, and will have a circulation in excess of two million, according to publisher Jeffrey Butler.

National ad pages averaged 18 per issue for the first three months of 1980. Butler projects 30 or more national ad pages in each issue, beginning with the September issue. Publisher: Jeffrey Butler. Address: 34 East 51st Street, New York, N.Y. 10022.

Attenzione

Attenzione, a Jeno Paulucci publication, is re-evaluating its audience appeal, according to publisher Leda Giovannetti Sanford. The magazine is no longer targeting its readership through an ethnic-select process. Test marketing now involves non-ethnic magazine lists.

Attenzione's initial circulation was 100,000: 40 percent paid, 60 percent non-paid. The publisher anticipates a 200,000 paid circulation by September 1980. Market emphasis is almost entirely on subscriptions, says Sanford.

Ad pages for 1979 averaged 20 per issue. The projection for 1980 is 25 pages per issue. Cover price: $2.50. Subscription price: $24. Publisher: Leda Giovannetti Sanford. Address: 10 East 49th Street, New York, N.Y. 10017.

Biarritz

Biarritz, a monthly magazine launched in June, is edited for women between the ages of 25 and 45.

"*Biarritz* is carving its market out of woman's need to explore the many facets of her life, and to realize alternatives," says publisher Michael Van Hoye.

The print run for the magazine, initially 200,000, was increased to 300,000 in September 1980. The magazine is being introduced on newsstands. A major direct mail campaign is planned at the end of the year. No advertising revenue information is available at this time.

Cover price: $1.50. Subscription price: $15. Publisher: Michael Van Hoye. Address: P.O. Box 2066, Costa Mesa, Calif. 92626.

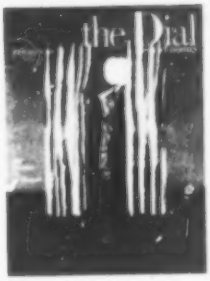
Changing Times

The Kiplinger magazine, *Changing Times*, began accepting advertising in the March 1980 issue. According to publisher Nicholas Niles, the decision was made in an attempt to maintain current subscription prices. Ad revenue for the first issue accepting advertising was $500,000; revenue for the first four issues, $1.5 million. The projection for 1980 is approximately 300 ad pages in the 10 issues, reports Niles.

Although *Changing Times* is primarily a subscription magazine, the immediate response to the addition of advertising (which has increased the number of pages per issue) is occurring at the newsstands: Since March, there has been a 30 percent increase in newsstand sales—which is a 2 percent growth in total circulation. The rate base is 1.2 million. Niles projects a rate base of 1.3 million by September.

The magazine is now printed offset instead of letterpress. Cover price: $1.25. Subscription price: $12. Publisher: Nicholas H. Niles. Address: 220 East 42nd Street, New York, N.Y. 10017.

New publications & transitions



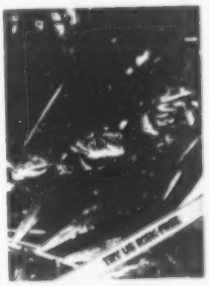
the Dial

The Dial, a publication controlled by Public Broadcasting Communications, Inc., premieres in September 1980. The monthly, which is the first national magazine of public broadcasting, is financed by the John Ben Snow Foundation. It is circulated to financial supporters of WNET/New York; WETA/Washington, D.C.; WTTW/Chicago; and KCET/Los Angeles for a donation of $30 or more.

The magazine is making its debut with a circulation of 650,000. Publisher Morton Bailey anticipates that circulation will grow to 1.5 million by the 1983-1984 fiscal year. Distribution will be expanded to public television supporters in the remaining top 16 markets. Bailey does not foresee *the Dial* becoming available to the general public.

The first issue of *the Dial* carries 55 pages of advertising. Ad revenue for 1983 is expected to reach $10 million, according to the publisher.

Publisher: Morton Bailey. Address: 304 West 58th Street, New York, N.Y. 10019.

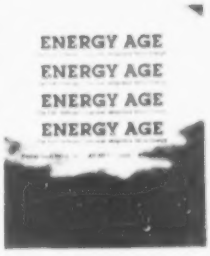


Discover

Discover, to be published by Time Inc. in October, is positioned as the "newsmagazine of science" for the general reader. Publisher Reginald Brack says, "The newsmagazine format with regular features and sections is important, because it provides a more organized presentation for readers."

To facilitate reading ease, complex concepts will be presented in terms the general reader can understand, Brack says. The news format combined with the nontechnical language differentiate *Discover* from some other science oriented magazines already on the market, according to the publisher. Brack adds that he believes the magazine's late closing date will be an asset. "We close two weeks prior to publication date, versus the usual four weeks to three months or more," he says.

Circulation is estimated at 400,000, with emphasis on subscription sales. Cover price: $2. Subscription price: $18. Publisher: Reginald Brack. Address: 1271 Avenue of the Americas, New York, N.Y. 10020.



Energy Age

Energy Age, a national consumer magazine about energy, will be published by Energy Publishing Co. in March 1981. Founding publisher Merrill Hastings Jr. says, "*Energy Age* will inform the consumer of the uses and kinds of energy affecting daily lifestyles—at work, in the home, for recreation and transportation. It also will provide information about cost efficient conservation measures in those areas."

The magazine will have six regional editions. The rate base for March 1981 is 200,000. Circulation is expected to reach 500,000 by 1984, according to Hastings.

Hastings says he first recognized the need for a consumer publication on energy in 1976. By the late seventies, energy publications were on the increase, but there was still not a magazine for the consumer.

Cover price: $2.50. Subscription price: $15. Publisher: Merrill Hastings Jr. Address: 10488 West 6th Place, Denver, Colo. 80215.

Families

Families, the first new magazine to be launched by Reader's Digest, Inc. since the company was founded in 1922, will be test marketed this fall. Approximately 400,000 copies of *Families* will be distributed to newsstands in 30 top U.S. markets. Three cover prices are being tested.

The magazine will secure 85 percent of its editorial material by reproducing articles from books, magazines and newspapers.

Reader's Digest does not see its new entry as being competitive with other family-type magazines on the newsstands today. Editor Jeremy Dole describes *Families* as a dual-audience publication: The magazine will carry "thought-provoking, issue-oriented articles—some for both parents and children, some for just parents or just children." Publisher: Richard McLoughlin. Address: Pleasantville, New York 11571.

New publications & transitions

Feelings

Feelings, a publication launched by High Society, Inc. in March, is retargeting its audience and revamping its editorial content. Gradual revisions will begin with the October issue and will be finalized in the December issue. Originally a men's sophisticate digest, *Feelings* is now reaching for a dual audience, 60 percent female, and is featuring self-help articles dealing with relationships, emotions, human sexuality and health.

Initially slated for a frequency of 9 times a year, *Feelings* switched to bimonthly publication after the second issue. In October, the magazine will go monthly. Paid circulation is 300,000.

Cover price: $1.50. Subscription price: $13.95. Publisher: Gloria Leonard. Address: 801 Second Avenue, New York, N.Y. 10017.

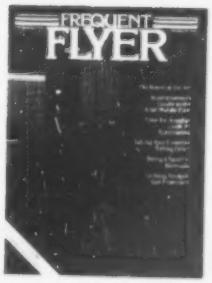
Forum

Forum, a Penthouse publication, deals with human relations, lifestyles, relationships, nutrition, health and human sexuality. In recent years the editorial content has focused more on relationships and lifestyles than it did in the 1960s when it was launched in London.

Forum's U.S. edition was started in 1971 with a circulation of 300,000. In 1980, circulation for the U.S. edition is 773,000. The magazine now has seven international editions.

Forum began to take advertising in 1980.

Cover price: $1.50. Subscription price: $12. Publisher: Bob Guccione. Address: 909 Third Avenue, New York, N.Y. 10022.



Frequent Flyer

Frequent Flyer, the first consumer magazine in the Travel Magazines Division of Official Airlines Guide, a subsidiary of Dun & Bradstreet, is making its debut in September 1980.

According to publisher Martin Deutsch, the magazine is an expansion of *Pocket Flight Guide*, a monthly pamphlet that lists major domestic flight connections. *Frequent Flyer* will be circulated to *Pocket Flight Guide*'s 225,000 subscribers on a non-paid basis.

Frequent Flyer is expected to increase in circulation at the same rate as *Pocket Flight Guide*—approximately 25 percent a year. Deutsch is studying the possibility of airport newsstand distribution for *Frequent Flyer* in 1981. Readers average 40 domestic round-trip flights per year, or 3.7 per month, on a business basis.

The first four issues averaged 25 to 30 ad pages per issue. Publisher: Martin B. Deutsch. Address: 888 Seventh Avenue, New York, N.Y. 10019.

Gentleman's Companion

Gentleman's Companion, a Larry Flynt Publication, began publication in May 1980. The monthly magazine deals with sexuality and appeals to a male audience, according to editor Jack Olesker. He says, "The aim of *Gentleman's Companion* is to be Number Four in men's sophisticates in the country, right behind *Hustler* in circulation."

Current circulation is 500,000, with a heavy newsstand emphasis. The editor foresees a net paid circulation of 750,000 by the summer of 1981, and monthly ad page increases from 14 to 25. Cover price: $2.95. Subscription price: $27. Publisher: Larry Flynt. Address: 2029 Century Park East, Suite 3800, Los Angeles, Calif. 90067.

New publications & transitions

Geo

Geo, a monthly published by Gruner & Jahr USA, Inc., was launched in May 1979. The general interest magazine provides insights into and information on national and international issues and phenomena.

Publisher Igor Gordevitch says *Geo* is in competition with all general interest magazines, but cites *Smithsonian*, *Natural History*, *Life*, *Audubon* and *National Geographic* in particular.

The magazine's greatest strength is its pictorial content, according to Gordevitch. *Geo* has 154 pages per issue, 132 of which feature 4-color editorial material.

Ad pages average 25 to 30 per issue. *Geo*'s current rate base is 200,000. Gordevitch projects a rate base of 250,000 by December 1980, and 300,000 for 1981.

Cover price: $4. Subscription price: $36. Publisher: Igor Gordevitch. Address: 450 Park Avenue, New York, N.Y. 10022.

Inside Sports

Newsweek's new monthly sports magazine, *Inside Sports*, launched in April, concentrates on indepth coverage of five major sports: baseball, football, basketball, hockey and boxing. The magazine is edited for the spectator-sports enthusiast, according to publisher Dan Capell.

Inside Sports has a current paid circulation of 500,000. The projection for early 1981 is an increase in paid circulation of 100,000. Newsstand sales account for about 70 percent of circulation.

Ad pages, averaging 30 per issue for the first three months, are expected to climb to an average of 40 per issue for the second half of 1980. The first three issues of *Inside Sports* grossed more than $1 million in ad revenue. Total 1980 ad revenue, based on 10 issues, is expected to be $3 million.

Editorial pages will remain at 85 per issue, regardless of the number of ad pages, says Capell. Cover price: $2. Subscription price: $24. Publisher: Dan Capell. Address: 444 Madison Avenue, New York, N.Y. 10022.

McCall's Working Mother

McCall's Working Mother, introduced by McCall Publishing Co., was launched in May 1979. The bimonthly is a general service magazine for working mothers between the ages of 25 and 34 with children in pre-school and/or elementary school.

Paid circulation has risen from 200,000 in 1979 to 250,000 in 1980.

Ad revenue for 1979, based on 5 issues, was approximately $820,000. The projection for 1980 is about $2 million, based on 6 issues.

Cover price: $1.50. Subscription price: $6.95. Publisher: Milt Lieberman. Address: 230 Park Avenue, New York, N.Y. 10017.

Mechanix Illustrated

Mechanix Illustrated, the how-to magazine published by CBS Publications, recently redefined its editorial content. Research indicated that the magazine's current readership wanted information on three specific topics: how-to home improvement; automobile awareness and analysis; and energy science. The magazine's special August issue on energy may become an annual edition, according to advertising director Joel Kelly.

Mechanix Illustrated has maintained its initial circulation of 1.6 million, primarily subscription based. There are no plans for circulation expansion in 1980. The magazine has changed its cover logo, typeface, layout and artwork.

Publisher Michael O'Neill says that total ad pages for 1980 will be about the same as in 1979—approximately 1,000. Cover price: $1.25. Subscription price: $9.99. Publisher: Michael O'Neill. Address: 1515 Broadway, New York, N.Y. 10036.

New publications & transitions

New Shelter

Launched in February, *New Shelter* is a do-it-yourself guide to housing which is more energy-efficient. Robert Teufel, publisher, refers to *New Shelter* as "the survival manual of the eighties."

The magazine, issued nine times a year, has a circulation of 400,000, up from 300,000 in February. Asked for a three-year projection, Teufel replied, "I'd like to be at one million, but a more realistic estimate is 750,000." There were 44 ad pages in the first issue, and 48 in the September issue.

Teufel sees *New Shelter* as the forerunner of publications about low-energy living written for the consumer. He cites *Energy Age*, which will be launched in March 1981, as a direct competitor. Magazines which overlap with his market are *Sunset* and *Mother Earth*, but they do not focus solely on energy-efficient housing, Teufel says.

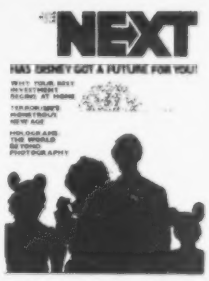
Cover price: $1.50. Subscription price: $9. Publisher: Robert Teufel. Address: 33 East Minor Street, Emmaus, Pa. 18049.

NEW YORK Magazine

NEW YORK Magazine acquired *Cue/New York Magazine* in April 1980. Since the acquisition, 20 editorial listings pages focusing on entertainment, dining, the arts, TV and radio have been added to *NEW YORK*. Now this listing appears at the rear of the magazine, with its own cover.

Newsstand sales have increased 40 percent since the merger, and circulation is concentrated more in the New York area. Since the merger, the magazine's rate base has increased from 375,000 to 425,000.

Cover price: $1.25. Subscription price: $22.50. Publisher: Cathleen Black. Address: 755 Second Avenue, New York, N.Y. 10017.

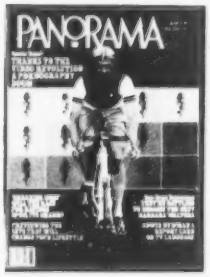


Next

Next, currently a bimonthly futuristic magazine concerned with the increasing rate of change and the effect such change has on the lives of its readers, is published by Next Publishing Company, a division of Litton Industries. The magazine was launched in January 1980. Publisher Steve Blacker names *Omni*, *Discover*, *Science 80* and *Science Digest* as competitors. Blacker says *Next* covers the near future—one or two years—and is a newsmagazine with features. Circulation will be two-thirds subscription and one-third newsstand.

Next increased its rate base from 200,000 to 300,000, effective September 1980. The rate base will go to 400,000 in March. The magazine will go monthly no later than September 1981, according to Blacker.

Cover price: $2. Subscription price: $9.99. Publisher: Steve Blacker. Address: 708 Third Avenue, New York, N.Y. 10017.



Panorama—Television Today and Tomorrow

Panorama—Television Today and Tomorrow, a Triangle publication, premiered in February. The monthly examines television's impact on society and the technological advances affecting home viewing.

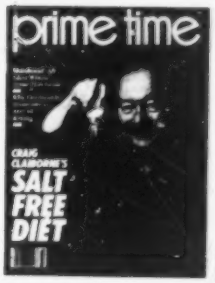
An increased emphasis is being placed on tightening the close date to include more timely news coverage; on aggressive critical reporting of the industry; and on the coverage of pay TV, cable TV and new technologies, according to editor David Sendler.

Panorama is maintaining its initial rate base of 100,000, which is largely subscription sales. Newsstand sales have surpassed the anticipated 25 percent and are now 30 to 35 percent of circulation.

The first four issues averaged 21 ad pages per issue. Publisher Frank Wolf expects the September issue to carry 25 or more ad pages.

Cover price: $2. Subscription price: $15. Publisher: Frank G. Wolf. Address: 850 Third Avenue, New York, N.Y. 10022.

New publications & transitions



Prime Time

Prime Time, a magazine for men and women between the ages of 45 and 65, was launched in January with a circulation of 100,000. Projected circulation for January 1981 is 200,000. The original estimate of 268 total ad pages during the first year still stands, says Barbara Hertz, publisher.

Prime Time is edited for men and women interested in "the opportunities, pleasures and problems of midlife." The publisher says the emphasis is on people and personalities, and that the articles are designed to encourage the psychology of successful living—in careers, avocations and marital relations. "This is not a retirement magazine. Our readers come as close to being recession proof as any. And they have discretionary money to spend," Hertz says.

Cover price: $1.75. Subscription price: $18. Publisher: Barbara V. Hertz. Address: 1700 Broadway, New York, N.Y. 10019.

Running

Running magazine, a bimonthly launched in December 1973, has experienced a leap in circulation and an increase in ad pages since it was purchased by Nike, Inc. in April 1980. Prior to the purchase, circulation was 4,000 to 4,500. *Running*'s circulation is now 50,000, and publisher Jack Welch projects a year-end total of 100,000. Ad pages per issue have doubled, from about 7 to 10 pages to about 20 to 30, according to Welch.

The magazine's physical appearance has also changed: More pages, more graphics and more color per issue since Nike's takeover, says Welch.

The publisher describes *Running*'s readers as sharing a common outlook: "Our readers are serious runners—not in terms of distance or speed. Running is a routine part of their day." Cover price: $2.50. Subscription price: $12. Publisher: Jack Welch. Address: 66 Club Road, Eugene, Or. 97401.

Savvy

Launched in November 1979, *Savvy*, the magazine for executive women, is growing rapidly. The advertising rate base was raised from 125,000 to 200,000 in April, and editor Judith Daniels expects another increase of 50,000 by next year. Ad sales are averaging 30 pages per issue.

In the early seventies, while managing editor at *New York* magazine, Daniels began noticing that more and more women were talking about their jobs. "The more I thought about it, the more faith I had that there was a magazine market for the executive woman."

In 1977, a 74-page test issue of *Savvy* previewed in *New York* and *New West*, and drew a response of 13,000 subscribers.

Alan Bennett, founding publisher of *American Photographer*, joined Daniels in 1978. *Savvy* is owned by Bennett, Daniels and 16 limited partners.

Cover price: $1.75. Subscription price: $18. Publisher: Alan Bennett. Address: 111 Eighth Ave., New York, N.Y. 10011.

Science 80

Science 80, published by the American Association for the Advancement of Science, was launched in November, 1979. The magazine's initial rate base was 250,000, but was raised to 400,000 effective with the July/August issue. Beginning with its anniversary issue, the magazine will convert from a bimonthly to 10 issues a year. It is being tested on newsstands. *Science 80* has been averaging 32.5 ad pages per issue.

Cover price: $2. Subscription price: $15. Publisher: William D. Carey. Address: 1515 Massachusetts Avenue NW, Washington, D.C. 20005.

New publications & transitions

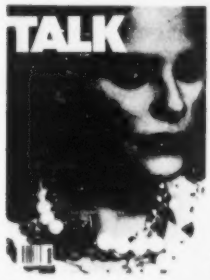
Science Digest

Science Digest, a Hearst publication, has revised its editorial focus from news of the month to general interest, and has switched from pocket size to full size.

Test marketing of the revamped magazine began with the Winter 1979 edition. In August, frequency was changed from seasonal to bimonthly. In March 1981, *Science Digest* will go monthly.

The first issue of the new format to have paid advertising will appear in October 1980. Publisher Charles Mandel says the issue will probably have 30 to 40 ad pages.

Circulation prior to revamping the magazine was between 150,000 and 156,000. The November/December issue, out in October, will have a rate base of 400,000, according to Mandel. Cover price: $2. Subscription price: $14. Publisher: Charles Mandel. Address: 224 West 57th Street, New York, N.Y. 10019.



Talk

In March 1979, *Talk* magazine, published by Donovan Communications, Inc., switched from being a non-paid magazine sent to beauty parlors, to a paid general-interest magazine for women distributed through newsstands and supermarkets.

Approximately 13,000 supermarkets are carrying *Talk*. The magazine had 10,000 subscribers as of June. The publisher, Arthur Levine, projects a paid circulation of 100,000 by the end of 1980.

Before the publishers began selling copies to women, the magazine carried 48 pages per issue; now *Talk* has expanded to 80 pages.

Ad pages are expected to climb from five pages per issue to 27 pages per issue by the end of the year. Cover price: $1.25. Subscription price: $9.50. Publisher: Arthur Levine. Address: 485 Madison Avenue, New York, N.Y. 10022.

Venture

Venture, a monthly for entrepreneurs, was launched in May 1979 by Venture Magazine, Inc. According to publisher Joseph Giarraputo, advertising is exceeding projections, and circulation growth is right on target. The initial ad page projection was 25 pages per issue; the first six months averaged 32 pages per issue. Giarraputo expects the September rate base to be 130,000, up from 110,000. The three-year projection is for 450,000 paid circulation. Each issue averages 80 pages.

When asked how *Venture* differs from *INC.*, another magazine for entrepreneurs, Giarraputo replied, "*INC.* takes the educational, how-to approach in subjects pertaining to the small-business man. We, on the other hand, are covering news, and we do not necessarily focus on small businesses. In terms of circulation, *INC.* is shifting from a non-paid circulation to non-paid and paid circulation, whereas *Venture* is 100 percent paid."

Cover price: $1.50. Subscription price: $15. Publisher: Joseph Giarraputo. Address: 35 West 54th Street, New York, N.Y. 10036.

Weight Watchers

Weight Watchers, published by American/Harlequin Inc., underwent a total revamping of editorial content and format in June, according to publisher Alan Goldberg.

"We have broadened our scope to include the entire weight-conscious market," he says. "Readers no longer have to be members of Weight Watchers, or female, to benefit from our articles and recipes."

Weight Watchers has a new logo, a new design and a new typeface. Current paid circulation is 800,000; no increase in circulation is planned. Although the majority of readers are subscribers, Goldberg says the magazine is now concentrating on newsstand circulation.

Ad pages for 1979 averaged 17.5 per issue. Goldberg expects 21 ad pages per issue for 1980. Cover price: $1. Subscription price: $9. Publisher: Alan Goldberg. Address: 575 Lexington Avenue, New York, N.Y. 10022.

From the Folio 400:

Automotive

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Automotive News	6,734	30.0
2 Motor News	5,796	25.8
3 Motor Magazine	3,521	15.7
4 Autoweek	3,234	14.4
5 Motor Age	3,180	14.2
	Total: $22,465	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Automotive News	4,946	40.0
2 Motor Age	2,504	20.3
3 Motor Magazine	2,352	19.0
4 Autoweek	1,604	13.0
5 Motor News	956	7.7
	Total: $12,362	

AD PAGES

		MARKET SHARE %
1 Automotive News	2,161	39.6
2 Autoweek	1,909	35.0
3 Motor Age	615	11.3
4 Motor Magazine	526	9.6
5 Motor News	249	4.6
	Total: 5,460	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Motor News	4,840	49.5
2 Automotive News	1,787	18.3
3 Autoweek	1,311	13.4
4 Motor Magazine	1,169	11.9
5 Motor Age	676	6.9
	Total: $9,783	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Motor News	806,612	65.8
2 Motor Age	142,700	11.6
3 Motor Magazine	129,850	10.6
4 Autoweek	80,741	6.6
5 Automotive News	65,463	5.3
	Total: 1,225,366	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Automotive News	102.86
2 Autoweek	40.05
3 Motor Magazine	27.11
4 Motor Age	22.29
5 Motor News	7.19

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Automotive News	27.30
2 Autoweek	19.86
3 Motor Magazine	18.11
4 Motor Age	17.55
5 Motor News	1.19

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Autoweek	20.19
2 Motor Magazine	9.00
3 Motor News	6.00
4 Motor Age	4.74
5 Automotive News	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Autobody & The Reconditioned Car, Automotive Aftermarket News, Automotive Age, Automotive Body Repair News, Automotive Chain Store, Automotive Design & Development, Automotive Engineering, Automotive Fleet, Automotive Industries,

Automotive Marketing, Automotive Rebuilder, Brake and Front End, Home & Auto, Jobber/Retailer, Jobber Topics, Jobber & Warehouse Executive, Modern Tire Dealer, Motor North, Motor Service, Service Station Management, Specialty & Custom Dealer, Super Service Station, Tire Review, Trailer/Body Builders, VPO News, Ward's Auto World, Warehouse Distribution, Warehouse Distributor News; and 42 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Truck & fleet

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Fleet Owner	5,055	39.7
2 Heavy Duty Trucking	4,179	32.8
3 Commercial Car Journal	3,511	27.5
Total:	$12,745	

AD PAGES

		MARKET SHARE %
1 Commercial Car Journal	1,463	34.8
2 Fleet Owner	1,426	33.9
3 Heavy Duty Trucking	1,312	31.2
Total:	4,201	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Fleet Owner	5,055	39.7
2 Heavy Duty Trucking	4,179	32.8
3 Commercial Car Journal	3,511	27.5
Total:	$12,745	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Heavy Duty Trucking	86,681	36.1
2 Fleet Owner	77,986	32.4
3 Commercial Car Journal	75,731	31.5
Total:	240,398	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Fleet Owner	64.81
2 Heavy Duty Trucking	48.21
3 Commercial Car Journal	46.36

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Fleet Owner	64.81
2 Heavy Duty Trucking	48.21
3 Commercial Car Journal	46.36

Figures are Folio est

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Diesel Equipment Superintendent, Fleet Maintenance & Specifying, Go Transport

Times of the West, Heavy Duty Distribution, Modern Bulk Transporter, My Little Salesman Truck Catalog, Refrigerated Transporter, Renews, Southern Motor Cargo Specialist, Transport Topics, Truck & Off-Highway Industries; and 35 non-audited magazines that accept advertising.

From the Folio 400:

General aviation

TOTAL REVENUE
($000)

1 Flying	10,140	49.6
2 Business & Commercial Aviation	5,236	25.6
3 The AOPA Pilot	5,069	24.8
Total:	$20,445	

ADVERTISING REVENUE
($000)

1 Flying	5,701	41.8
2 Business & Commercial Aviation	5,236	38.4
3 The AOPA Pilot	2,686	19.7
Total:	$13,623	

AD PAGES

1 Business & Commercial Aviation	1,039	42.3
2 The AOPA Pilot	774	31.5
3 Flying	645	26.2
Total:	2,458	

SUBSCRIPTION REVENUE
($000)

1 Flying	3,220	57.5
2 The AOPA Pilot	2,383	42.5
3 Business & Commercial Aviation		0.0
Total:	$5,603	

AVERAGE CIRCULATION

1 Flying	383,347	57.1
2 The AOPA Pilot	238,126	35.4
3 Business & Commercial Aviation	50,312	7.5
Total:	671,785	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Business & Commercial Aviation	104.07
2 Flying	26.45
3 The AOPA Pilot	21.29

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Business & Commercial Aviation	104.07
2 Flying	14.87
3 The AOPA Pilot	11.28

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Flying	11.58
2 The AOPA Pilot	10.01
3 Business & Commercial Aviation	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Air Force Magazine, Airline Executive, Airline Pilot, Airport Services Management, Aviation Week & Space Technology, Air Transport World, Aviation Convention News, Aviation Mechanics Journal, Professional Pilot, Rotor & Wing International; and 14 non-audited magazines that accept advertising.

AVIATION WEEK AND SPACE TECHNOLOGY:
A SPECIAL CASE

Because this publication serves many levels of the General Aviation/Flying Industry, its performance data is reported seperately as follows: Gross Sales $14,359,000 Gross Unit Revenue $141.12 Ad Pages 2.426 Ad Sales $11,022,000 Sub Sales $3,337,000 Total Circulation 101,754 Ad Unit Revenue Reader Unit Revenue

Figures are Folio estimates

From the Folio 400:

Chemical

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Chemical Engineering	13,742	41.8
2 Chemical Week	8,949	27.2
3 Chemical & Engineering News	6,048	18.4
4 Chemical Processing	4,138	12.6
Total:	$ 32,877	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Chemical Engineering	12,577	42.6
2 Chemical Week	8,034	27.2
3 Chemical & Engineering News	4,797	16.2
4 Chemical Processing	4,138	14.0
Total:	$29,546	

AD PAGES

		MARKET SHARE %
1 Chemical Engineering	3,369	39.0
2 Chemical Week	2,245	26.0
3 Chemical Processing	1,609	18.6
4 Chemical & Engineering News	1,416	16.4
Total:	8,639	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Chemical & Engineering News	1,251	37.6
2 Chemical Engineering	1,165	35.0
3 Chemical Week	915	27.5
4 Chemical Processing		0.0
Total:	3,331	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Chemical & Engineering News	120,839	37.4
2 Chemical Processing	80,089	24.8
3 Chemical Engineering	68,946	21.3
4 Chemical Week	53,267	16.5
Total:	323,141	

Figures are Folio estimates

IMPORTANT NOTE:

Due to a computer error at press time, the magazine Hydrocarbon Processing was incorrectly included in the Unit Revenue tables on the following page of this market. Hydrocarbon Processing does not belong in this market. We apologize for the error.

(continued...)

(... continued)

From the Folio 400:

Chemical

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Chemical Engineering	199.31
2 Chemical Week	168.01
3 Hydrocarbon Processing	108.93
4 Chemical Processing	51.67
5 Chemical & Engineering News	50.05

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Chemical Engineering	182.42
2 Chemical Week	150.83
3 Hydrocarbon Processing	99.34
4 Chemical Processing	51.67
5 Chemical & Engineering News	39.70

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Chemical Week	17.19
2 Chemical Engineering	16.89
3 Chemical & Engineering News	10.35
4 Hydrocarbon Processing	9.59
5 Chemical Processing	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Aerosol Age, Chemical Engineering Progress, Chemical Equipment, Chemical Marketing Reporter, Chemical Purchasing, HAPPI, and Soap/Cosmetics/Chemical Specialties.

Figures are Folio estimates

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Engineering News Record	13,557	63.1
2 Construction Equipment	4,492	20.9
3 Highway & Heavy Construction	3,430	16.0
Total:	$21,479	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Engineering News Record	11,097	58.3
2 Construction Equipment	4,492	23.6
3 Highway & Heavy Construction	3,430	18.0
Total:	$19,019	

AD PAGES

		MARKET SHARE %
1 Engineering News Record	3,628	58.7
2 Construction Equipment	1,343	21.7
3 Highway & Heavy Construction	1,210	19.6
Total:	6,181	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Engineering News Record	2,460	100.0
2 Construction Equipment		0.0
3 Highway & Heavy Construction		0.0
Total:	$2,460	

From the Folio 400:

Heavy construction & engineering

AVERAGE CIRCULATION

		MARKET SHARE %
1 Engineering News Record	102,719	41.5
2 Construction Equipment	74,108	29.9
3 Highway & Heavy Construction	70,670	28.6
Total:	247,497	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Engineering News Record	131.98
2 Construction Equipment	60.61
3 Highway & Heavy Construction	48.54

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Engineering News Record	108.03
2 Construction Equipment	60.61
3 Highway & Heavy Construction	48.54

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Engineering News Record	23.95
2 Construction Equipment	0.0
3 Highway & Heavy Construction	0.0

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Alaska Construction & Oil, California Builder & Engineer, Civil Engineering, Concrete Construction, Concrete Products, Construction, Construction Bulletin, Construction Contracting, Construction Digest, Constructioneer, Construction Equipment Distribution, Construction News, The Construction Specifier, Consulting Engineer, Dixie Contractor, Equipment Guide News, Excavating Contractor, Heavy Duty Equipment Management/Maintenance, Intermountain Contractor, Michigan Contractor & Builder, Mid West Contractor, Modern Concrete, My Little Salesman Heavy Equipment Catalog, New England Construction, Pacific Builder & Engineer, Pipeline & Underground Utilities Construction, Professional Engineer, Rock Mountain Construction, Specifying Engineer, Texas Contractor, Western Builder, Western Construction; and 73 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Housing & light construction

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Professional Builder & Apt. Bus.	8,260	43.0
2 Housing	4,546	23.7
3 Building Supply News	3,442	17.9
4 Builder (NAHB)	2,943	15.3
	Total: $19,191	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Professional Builder & Apt. Bus.	8,032	54.7
2 Building Supply News	3,442	23.4
3 Housing	3,210	21.9
4 Builder (NAHB)		0.0
	Total: $14,684	

AD PAGES

		MARKET SHARE %
1 Building Supply News	1,530	34.6
2 Professional Builder & Apt. Bus.	1,491	33.7
3 Builder (NAHB)	715	16.2
4 Housing	686	15.5
	Total: 4,422	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Housing	1,335	47.3
2 Builder (NAHB)	1,258	44.6
3 Professional Builder & Apt. Bus.	228	8.1
4 Building Supply News		0.0
	Total: $2,821	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Builder (NAHB)	110,178	32.5
2 Professional Builder & Apt. Bus.	108,587	32.0
3 Housing	85,661	25.3
4 Building Supply News	34,475	10.2
	Total: 338,901	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Building Supply News	99.85
2 Professional Builder & Apt. Bus.	76.07
3 Housing	53.07
4 Builder (NAHB)	26.71

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Building Supply News	99.85
2 Professional Builder & Apt. Bus.	73.97
3 Housing	37.48
4 Builder (NAHB)	15.29

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Housing	15.59
2 Builder (NAHB)	11.42
3 Professional Builder & Apt. Bus.	2.10
4 Building Supply News	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: American Building Supplies, Automation in Housing Systems Building News, Building Design & Construction, Building Supply News, Construction Specifier, Farm Building News,

Home Center Magazine, Home Improvement Contractor, Kitchen Business, Manufactured Housing Dealer, MH/RV Builders News, Mobile Manufactured Home Merchandiser, Multi-Housing News, National Home Center News, Professional Remodeling, Qualified Remodeler, Shelter; and 28 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Nursing

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Nursing '80	11,123	46.1
2 American Journal of Nursing	7,540	31.3
3 RN Magazine	5,440	22.6
Total:	$24,103	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Nursing '80	3,929	41.7
2 American Journal of Nursing	3,485	37.0
3 RN Magazine	2,004	21.3
Total:	$9,418	

AD PAGES

		MARKET SHARE %
1 American Journal of Nursing	1,168	44.5
2 Nursing '80	782	29.8
3 RN Magazine	676	25.7
Total:	2,626	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Nursing '80	7,194	49.0
2 American Journal of Nursing	4,055	27.6
3 RN Magazine	3,435	23.4
Total:	$14,684	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Nursing '80	528,810	45.8
2 American Journal of Nursing	342,417	29.7
3 RN Magazine	283,125	24.5
Total:	1,154,352	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 American Journal of Nursing	22.02
2 Nursing '80	21.03
3 RN Magazine	19.21

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 American Journal of Nursing	10.18
2 Nursing '80	7.43
3 RN Magazine	7.08

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Nursing '80	13.60
2 RN Magazine	12.13
3 American Journal of Nursing	11.84

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Supervisor Nurse, Today's OR Nurse; and 27 non-audited magazines and journals that accept advertising.

Figures are Folio estimates

From the Folio 400:

Grocery

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Supermarket News	6,565	43.1
2 Progressive Grocer	5,622	36.9
3 Chain Store Age Supermarkets	4,036	20.0
Total:	$15,231	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Supermarket News	6,139	43.8
2 Progressive Grocer	5,622	40.1
3 Chain Store Age Supermarkets	4,000	16.1
Total:	$14,020	

AD PAGES

		MARKET SHARE %
1 Supermarket News	1,395	43.6
2 Progressive Grocer	1,001	31.3
3 Chain Store Age Supermarkets	804	25.1
Total:	3,200	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Supermarket News	427	92.2
2 Chain Store Age Supermarkets	36	7.8
3 Progressive Grocer		0.0
Total:	$463	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Chain Store Age Supermarkets	103,692	42.4
2 Progressive Grocer	83,104	34.0
3 Supermarket News	57,938	23.7
Total:	244,734	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Supermarket News	113.69
2 Progressive Grocer	67.65
3 Chain Store Age Supermarkets	38.93

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Supermarket News	106.30
2 Progressive Grocer	67.65
3 Chain Store Age Supermarkets	38.5

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Supermarket News	7.39
2 Chain Store Age Supermarkets	.35
3 Progressive Grocer	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Convenience Store Merchandiser, Convenience Store News Executive Ed., Convenience Stores Magazine, Non-Foods Merchandiser; and 55 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Food service & restaurants

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Institutions	10,900	35.5
2 Nation's Restaurant News	7,005	22.8
3 Restaurant Business	6,798	22.1
4 Restaurant Hospitality	3,091	10.1
5 Institutional Distribution	2,947	9.6
Total:	$30,741	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Institutions	10,900	36.2
2 Restaurant Business	6,798	22.6
3 Nation's Restaurant News	6,400	21.2
4 Restaurant Hospitality	3,091	10.3
5 Institutional Distribution	2,947	9.8
Total:	$30,136	

AD PAGES

		MARKET SHARE %
1 Institutions	2,342	28.9
2 Restaurant Business	2,045	25.2
3 Nation's Restaurant News	1,428	17.6
4 Institutional Distribution	1,177	14.5
5 Restaurant Hospitality	1,125	13.9
Total:	8,117	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Nation's Restaurant News	549	100.0
2 Restaurant Hospitality		0.0
3 Institutions		0.0
4 Institutional Distribution		0.0
5 Restaurant Business		0.0
Total:	$549	

(continued...)

Figures are Folio estimates

(... continued)

AVERACE CIRCULATION

1 Institutions	105,336	34.2
2 Restaurant Business	69,954	22.7
3 Nation's Restaurant News	62,719	20.4
4 Restaurant Hospitality	46,604	15.1
5 Institutional Distribution	23,290	7.6
Total:	307,903	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Institutional Distribution	127.69
2 Nation's Restaurant News	111.69
3 Institutions	103.48
4 Restaurant Business	97.18
5 Restaurant Hospitality	66.33

From the Folio 400:

Food service & restaurants

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Institutional Distribution	127.69
2 Institutions	103.48
3 Nation's Restaurant News	102.04
4 Restaurant Business	97.18
5 Restaurant Hospitality	66.33

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Chef Institutional, Cooking For Profit, Fast Service, Food Management, Foodservice Distribution News, Foodservice Equipment Specialist, Food Service Marketing, Foodservice Product News, Journal of the American Diabetic Assn., Kitchen Planning, Metropolitan Restaurant News, School Foodservice Journal; and 7 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Merchandising

TOTAL REVENUE	($000)	MARKET SHARE %
1 Discount Store News	3,312	34.9
2 Drug Store News	3,116	32.9
3 Chain Store Age Gen'l Merch.	3,056	32.2
Total:	$9,484	

ADVERTISING REVENUE	($000)	MARKET SHARE %
1 Discount Store News	3,191	35.9
2 Chain Store Age Gen'l Merch.	2,878	32.3
3 Drug Store News	2,828	31.8
Total	$8,897	

AD PAGES		MARKET SHARE %
1 Drug Store News	1,257	40.4
2 Chain Store Age Gen'l Merch.	957	30.7
3 Discount Store News	900	28.9
Total:	3114	

SUBSCRIPTION REVENUE	($000)	MARKET SHARE %
1 Drug Store News	288	49.1
2 Chain Store Age Gen'l Merch.	178	30.3
3 Discount Store News	121	20.6
Total:	$587	

AVERAGE CIRCULATION		MARKET SHARE %
1 Drug Store News	37,154	38.5
2 Chain Store Age Gen'l Merch.	30,500	31.6
3 Discount Store News	28,944	30.0
Total:	96,598	

GROSS UNIT REVENUE (Total rev. ÷ avg. circ.)	
1 Discount Store News	114.43
2 Chain Store Age Gen'l Merch.	100.21
3 Drug Store News	83.86

ADVERTISING UNIT REVENUE (Ad. rev. ÷ avg. circ.)	
1 Discount Store News	110.24
2 Chain Store Age Gen'l Merch.	94.36
3 Drug Store News	76.12

CIRCULATION UNIT REVENUE (Circ. rev. ÷ avg. circ.)	
1 Drug Store News	7.74
2 Chain Store Age Gen'l Merch.	5.85
3 Discount Store News	4.19

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazine: National Home Center News.

Figures are Folio estimates

From the Folio 400:

Apparel trade

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Women's Wear Daily	21,603	63.2
2 Daily News Record	9,648	28.2
3 Men's Wear	2,929	8.6
Total:	$34,180	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Women's Wear Daily	18,350	62.6
2 Daily News Record	8,430	28.7
3 Men's Wear	2,543	8.7
Total:	$29,323	

AD PAGES

		MARKET SHARE %
1 Women's Wear Daily	5,895	60.7
2 Daily News Record	3,006	31.0
3 Men's Wear	807	8.3
Total:	9,708	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Women's Wear Daily	3,110	66.0
2 Daily News Record	1,218	25.8
3 Men's Wear	386	8.2
Total:	$4,714	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Women's Wear Daily	78,164	61.7
2 Daily News Record	27,061	21.1
3 Men's Wear	22,825	17.8
Total:	128,050	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Daily News Record	356.54
2 Women's Wear Daily	240.95
3 Men's Wear	128.34

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Daily News Record	311.54
2 Women's Wear Daily	177.87
3 Men's Wear	111.42

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Women's Wear Daily	63.08
2 Daily News Record	45.00
3 Men's Wear	16.92

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazine: Women's Apparel News.

Figures are Folio estimates

From the Folio 400:

Electronics (news, design, engineering)

TOTAL REVENUE

	($000)	
1 Electronic News	13,157	21.7
2 Electronics	11,840	19.5
3 Electronic Design	10,344	17.1
4 EDN	7,221	11.9
5 Electronic Engineering Times	7,000	11.5
6 Computer Design	4,370	7.2
7 Electronic Products Magazine	3,875	6.4
8 IEEE Spectrum	2,826	4.7
Total:	$60,633	

ADVERTISING REVENUE

	($000)	
1 Electronic News	11,950	20.9
2 Electronic Design	10,344	18.1
3 Electronics	10,236	17.9
4 EDN	7,221	12.6
5 Electronic Engineering Times	7,000	12.3
6 Computer Design	4,370	7.7
7 Electronic Products Magazine	3,875	6.8
8 IEEE Spectrum	2,125	3.7
Total:	$57,121	

AD PAGES

1 Electronics	1,605	45.7
2 Electronic News	1,207	34.4
3 IEEE Spectrum	701	20.0
4 Electronic Engineering Times		0.0
5 Computer Design		0.0
6 Electronic Design		0.0
7 EDN		0.0
8 Electronic Products Magazine		0.0
Total:	3,513	

SUBSCRIPTION REVENUE

	($000)	
1 Electronic News	5,302	25.6
2 Electronics	4,328	20.4
3 Electronic Design	3,567	17.2
4 EDN	3,207	15.5
5 Electronic Engineering Times	1,945	9.4
6 Electronic Products Magazine	1,359	6.6
7 IEEE Spectrum	850	4.1
8 Computer Design	169	0.8
Total:	$20,727	

AVERAGE CIRCULATION

1 IEEE Spectrum	182,347	23.1
2 Electronic Design	95,870	12.1
3 EDN	94,627	12.0
4 Electronics	94,395	11.9
5 Electronic Engineering Times	93,256	11.8
6 Electronic Products Magazine	92,106	11.6
7 Electronic News	71,018	9.0
8 Computer Design	67,138	8.5
Total:	790,757	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Electronic News	184.23
2 Electronics	125.43
3 Electronic Design	107.90
4 EDN	76.31
5 Electronic Engineering Times	75.06
6 Computer Design	65.09
7 Electronic Products Magazine	42.07
8 IEEE Spectrum	15.50

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Electronic News	167.23
2 Electronics	108.43
3 Electronic Design	107.90
4 EDN	76.31
5 Electronic Engineering Times	75.06
6 Computer Design	65.09
7 Electronic Products Magazine	42.07
8 IEEE Spectrum	11.65

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Electronic News	17.00
2 Electronics	17.00
3 IEEE Spectrum	3.85
4 Electronic Engineering Times	
5 Computer Design	
6 Electronic Design	
7 EDN	
8 Electronic Products Magazine	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Circuits Manufacturing, Computer, Defense Electronics, Digital Design, EEM, Electronic Business, Electronic Buyers News, Electronic Component News, Electronic Distributing, Electronic Packaging & Production, Electronics Buyers Guide, Electronics Test, Electro-Optical Systems Design, Evaluation Engineering, Insulation/Circuits, Laser Focus, Microelectronic Manufacturing & Testing, Microwave Journal, MicroWaves, Microwave System News, Powerconversion International; and 36 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Electrical & utility

TOTAL REVENUE
($000)

1 Power	5,309	40.5
2 Electrical World	4,375	33.4
3 Power Engineering	3,409	26.0
	Total: $13,093	

ADVERTISING REVENUE
($000)

		MARKET SHARE %
1 Power	4,806	39.3
2 Electrical World	4,027	32.9
3 Power Engineering	3,409	27.8
	Total: $12,242	

AD PAGES

		MARKET SHARE %
1 Power	1,659	39.3
2 Electrical World	1,479	35.0
3 Power Engineering	1,084	25.7
	Total: 4,222	

SUBSCRIPTION REVENUE
($000)

		MARKET SHARE %
1 Power	503	59.1
2 Electrical World	348	40.9
3 Power Engineering	—	0.0
	Total: $851	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Power	51,552	41.0
2 Power Engineering	47,206	37.6
3 Electrical World	26,939	21.4
	Total: 125,697	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Electrical World	162.40
2 Power	102.99
3 Power Engineering	72.22

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Electrical World	149.49
2 Power	93.24
3 Power Engineering	72.22

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 Electrical World	12.92
2 Power	9.75
3 Power Engineering	

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: CEE, Electrical Equipment, Electrical Apparatus, Electrical Business, Electrical Consultant, Electrical Contractor, The

Electrical Distributor, Electrical Energy Management, Electrical Wholesaling, Electromechanical Bench Reference, Public Power, Public Utilities Fortnightly, Rural Electrification, Transmission & Distribution, Utility Purchasing & Stores; and 8 non-audited magazines that accept advertising.

Figures are Folio estimates

From the Folio 400:

Computer: OEM/micro

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Computer Design	4,370	41.8
2 Infosystems	3,186	30.4
3 Mini-Micro Systems	2,910	27.8
	Total: $10,466	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Computer Design	4,370	41.8
2 Infosystems	3,186	30.4
3 Mini-Micro Systems	2,910	27.8
	Total: $10,466	

AD PAGES

		MARKET SHARE %
1 Mini-Micro Systems	986	47.6
2 Infosystems	916	44.2
3 Computer Design	169	8.2
	Total: 2,071	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Infosystems	103,810	40.3
2 Mini-Micro Systems	86,741	33.7
3 Computer Design	67,138	26.1
	Total: 257,689	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Computer Design	65.09
2 Mini-Micro Systems	33.55
3 Infosystems	30.69

Figures are Folio estimates

From the Folio 400:

Computer: user/industry

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Computerworld	18,591	51.5
2 Datamation	8,647	23.9
3 Byte	5,683	15.7
4 Infosystems	3,186	8.8
Total:	$37,372	

AD PAGES

		MARKET SHARE %
1 Computerworld	4,236	46.7
2 Datamation	2,086	23.0
3 Byte	1,842	20.3
4 Infosystems	916	10.1
Total:	9,080	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Computerworld	16,080	52.0
2 Datamation	8,647	28.0
3 Infosystems	3,186	10.3
4 Byte	2,984	9.7
Total:	$30,897	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Computerworld	2,510	53.2
2 Byte	2,205	46.8
3 Datamation		0.0
4 Infosystems		0.0
Total:	$4,715	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Byte	147,691	32.0
2 Datamation	110,000	23.8
3 Infosystems	103,810	22.5
4 Computerworld	100,402	21.7
Total:	461,903	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Computerworld	185.16
2 Datamation	78.61
3 Byte	38.48
4 Infosystems	30.69

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Computerworld	160.16
2 Datamation	78.61
3 Infosystems	30.69
4 Byte	20.20

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Computerworld	25.00
2 Byte	18.28
3 Datamation	
4 Infosystems	

Figures are Folio estimates

From the Folio 400:

Farm

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Progressive Farmer	17,731	21.6
2 Successful Farming	15,325	18.7
3 Farm Journal	13,477	16.4
4 Prairie Farmer	11,313	13.8
5 The Farmer	7,054	8.6
6 Hoard's Dairyman	6,850	8.4
7 Wallace's Farmer	6,679	8.1
8 Wisconsin Agriculturist	3,541	4.3
	Total: $81,970	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Successful Farming	12,592	20.1
2 Progressive Farmer	11,423	18.3
3 Prairie Farmer	10,029	16.0
4 Farm Journal	7,491	12.0
5 The Farmer	6,197	9.9
6 Wallace's Farmer	5,923	9.5
7 Hoard's Dairyman	5,786	9.3
8 Wisconsin Agriculturist	3,081	4.9
	Total: $62,522	

AD PAGES

		MARKET SHARE %
1 Prairie Farmer	1,821	20.2
2 Wallace's Farmer	1,544	17.2
3 The Farmer	1,422	15.8
4 Wisconsin Agriculturist	1,120	12.5
5 Hoard's Dairyman	936	10.4
6 Successful Farming	821	9.1
7 Progressive Farmer	760	8.5
8 Farm Journal	570	6.3
	Total: 8,994	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Progressive Farmer	6,308	32.4
2 Farm Journal	5,986	30.8
3 Successful Farming	2,733	14.1
4 Prairie Farmer	1,284	6.6
5 Hoard's Dairyman	1,064	5.5
6 The Farmer	857	4.4
7 Wallace's Farmer	756	3.9
8 Wisconsin Agriculturist	460	2.4
	Total: $19,448	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Farm Journal	1,336,462	35.0
2 Progressive Farmer	937,952	24.6
3 Successful Farming	722,451	18.9
4 Hoard's Dairyman	217,722	5.7
5 Prairie Farmer	214,623	5.6
6 The Farmer	171,379	4.5
7 Wallace's Farmer	127,392	3.3
8 Wisconsin Agriculturist	85,704	2.2
	Total: 3,813,685	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Prairie Farmer	52.71
2 Wallace's Farmer	52.43
3 Wisconsin Agriculturist	41.32
4 The Farmer	41.16
5 Hoard's Dairyman	31.46
6 Successful Farming	21.21
7 Progressive Farmer	18.90
8 Farm Journal	10.08

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Prairie Farmer	46.73
2 Wallace's Farmer	46.49
3 The Farmer	36.16
4 Wisconsin Agriculturist	35.95
5 Hoard's Dairyman	26.58
6 Successful Farming	17.43
7 Progressive Farmer	12.18
8 Farm Journal	5.61

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Progressive Farmer	6.72
2 Prairie Farmer	5.98
3 Wallace's Farmer	5.94
4 Wisconsin Agriculturist	5.37
5 The Farmer	5.00
6 Hoard's Dairyman	4.88
7 Farm Journal	4.48
8 Successful Farming	3.78

Since there are literally hundreds of farm magazines, both general and special interest, the reader is urged to consult ABC audits, SRDS Farm section and other references for a complete picture of this market.

Figures are Folio estimates

From the Folio 400:

Education

TOTAL REVENUE

	(000)	MARKET SHARE %
1 Instructor	5,205	31.2
2 The Chronicle of Higher Education	4,381	26.3
3 Learning	3,625	21.7
4 Today's Education	3,471	20.8
	Total: $16,682	

ADVERTISING REVENUE

	(000)	MARKET SHARE %
1 The Chronicle of Higher Education	2,674	32.2
2 Instructor	2,478	29.8
3 Today's Education	1,600	19.3
4 Learning	1,557	18.7
	Total: $8,309	

AD PAGES

		MARKET SHARE %
1 The Chronicle of Higher Education	1,540	47.9
2 Instructor	881	27.4
3 Learning	532	16.6
4 Today's Education	260	8.1
	Total: 3,213	

SUBSCRIPTION REVENUE

	(000)	MARKET SHARE %
1 Instructor	2,719	32.5
2 Learning	2,068	24.7
3 Today's Education	1,871	22.4
4 The Chronicle of Higher Education	1,706	20.4
	Total: $8,364	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Instructor	258,269	47.4
2 Learning	216,725	39.7
3 The Chronicle of Higher Educat.	68,593	12.6
4 Today's Education	1,686	0.3
	Total: 545,273	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 The Chronicle of Higher Education	63.86
2 Instructor	20.15
3 Learning	16.73
4 Today's Education	2.06

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 The Chronicle of Higher Education	38.98
2 Instructor	9.60
3 Learning	7.18
4 Today's Education	.95

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 The Chronicle of Higher Education	24.88
2 Instructor	10.56
3 Learning	9.54
4 Today's Education	1.11

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: Early Years, Arts & Activities, Curriculum Product Review, Industrial Education; and 75 non-audited magazines that accept advertising.

Note: In the Education Market, The Chronicle of Higher Education deals only with the college and university segment, whereas the three other publications in the market deal with primary and secondary education. Analyses based on market share percentages should take this distinction into account.

Figures are Folio estimates

From the Folio 400:

Medical

TOTAL REVENUE	($000)	MARKET SHARE %
1 Medical Economics	11,243	16.0
2 New England Journal of Medicine	9,691	13.8
3 Journal of AMA	8,527	12.2
4 Patient Care	5,910	8.4
5 Medical World News	4,542	6.6
6 Diversion	4,325	6.2
7 Postgraduate Medicine	4,317	6.2
8 American Family Physician	4,296	6.1
9 Modern Medicine	4,281	6.1
10 Emergency Medicine	3,443	4.9
11 Consultant	3,349	4.8
12 Drug Therapy	3,246	4.6
13 Hospital Practice	2,981	4.2
Total:	$70,151	

ADVERTISING REVENUE	($000)	MARKET SHARE %
1 Medical Economics	10,370	16.2
2 Journal of AMA	7,616	11.9
3 Patient Care	5,910	9.2
4 New England Journal of Medicine	5,560	8.7
5 Medical World News	4,542	7.1
6 Diversion	4,325	6.7
7 American Family Physician	4,296	6.7
8 Postgraduate Medicine	4,288	6.7
9 Modern Medicine	4,281	6.7
10 Emergency Medicine	3,443	5.4
11 Consultant	3,349	5.2
12 Drug Therapy	3,200	5.0
13 Hospital Practice	2,981	4.6
Total:	$64,161	

AD PAGES		MARKET SHARE %
1 Medical Economics	3,325	13.3
2 New England Journal of Medicine	3,153	12.6
3 Journal of AMA	2,944	11.7
4 Patient Care	2,268	9.0
5 Drug Therapy	1,700	6.8
6 American Family Physician	1,658	6.6
7 Emergency Medicine	1,644	6.6
8 Diversion	1,644	6.6
9 Postgraduate Medicine	1,605	6.4
10 Modern Medicine	1,546	6.2
11 Medical World News	1,269	5.1
12 Consultant	1,243	5.0
13 Hospital Practice	1,072	4.3
Total:	25,071	

SUBSCRIPTION REVENUE	($000)	MARKET SHARE %
1 New England Journal of Medicine	4,131	6.9
2 Journal of AMA	911	15.2
3 Medical Economics	873	14.6
4 Drug Therapy	46	0.8
5 Postgraduate Medicine	29	0.5
6 Emergency Medicine		0.0
7 Hospital Practice		0.0
8 Modern Medicine		0.0
9 Consultant		0.0
10 Diversion		0.0
11 Medical World News		0.0
12 American Family Physician		0.0
13 Patient Care		0.0
Total:	$5,990	

AVERAGE CIRCULATION		MARKET SHARE %
1 Journal of AMA	259,943	12.1
2 Drug Therapy	240,617	11.2
3 Hospital Practice	190,566	8.9
4 New England Journal of Medicine	186,427	8.7
5 Diversion	179,688	8.4
6 Medical Economics	177,898	8.3
7 Medical World News	175,710	8.2
8 Consultant	150,000	7.0
9 American Family Physician	128,921	6.0
10 Modern Medicine	122,039	5.7
11 Emergency Medicine	114,003	5.3
12 Postgraduate Medicine	108,890	5.1
13 Patient Care	107,912	5.0
Total:	2,142,614	

Figures are Folio estimates

(continued...)

(... continued)

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 Medical Economics	63.20
2 Patient Care	54.77
3 New England Journal of Medicine	51.98
4 Postgraduate Medicine	39.65
5 Modern Medicine	35.08
6 American Family Physician	33.32
7 Journal of AMA	32.80
8 Emergency Medicine	30.20
9 Medical World News	25.85
10 Diversion	24.07
11 Consultant	22.33
12 Hospital Practice	15.64
13 Drug Therapy	13.49

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 Medical Economics	58.29
2 Patient Care	54.77
3 Postgraduate Medicine	39.38
4 Modern Medicine	35.08
5 American Family Physician	33.32
6 Emergency Medicine	30.20
7 New England Journal of Medicine	29.82
8 Journal of AMA	29.30
9 Medical World News	25.85
10 Diversion	24.07
11 Consultant	22.33
12 Hospital Practice	15.64
13 Drug Therapy	13.30

From the Folio 400:

Medical

Because of the nature of the medical market, there are hundreds of magazines and journals of both general and specific nature. The reader is directed to consult SRDS, ABC, BPA, or Medical Media Ratebooks for a complete listing of all magazines in this field.

CIRCULATION UNIT REVENUE
(Circ. rev. ÷ avg. circ.)

1 New England Journal of Medicine	22.16
2 Medical Economics	4.91
3 Journal of AMA	3.50
4 Drug Therapy	.49
5 Postgraduate Medicine	.27
6 Emergency Medicine	
7 Hospital Practice	
8 Modern Medicine	
9 Consultant	
10 Diversion	
11 Medical World News	
12 American Family Physician	
13 Patient Care	

Figures are Folio estimates

From the Folio 400:

Plant engineering

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Plant Engineering	12,282	28.1
2 New Equipment Digest	8,300	19.0
3 Industrial Equipment News	7,660	17.5
4 Elec. Constr. & Maintenance	6,070	13.9
5 Power	5,309	12.2
6 Ind. Maintenance & Plant Oper.	4,048	9.3
Total:	$43,669	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Plant Engineering	12,282	29.1
2 New Equipment Digest	8,300	19.7
3 Industrial Equipment News	7,660	18.2
4 Elec. Constr. & Maintenance	5,060	12.0
5 Power	4,806	11.4
6 Ind. Maintenance & Plant Oper.	4,048	9.6
Total:	$42,156	

AD PAGES

		MARKET SHARE %
1 Plant Engineering	3,417	27.9
2 New Equipment Digest	2,550	20.8
3 Industrial Equipment News	2,452	20.0
4 Power	1,659	13.6
5 Elec. Constr. & Maintenance	1,460	11.9
6 Ind. Maintenance & Plant Oper.	697	5.7
Total:	12,235	

SUBSCRIPTION REVENUE

	($000)	MARKET SHARE %
1 Elec. Constr. & Maintenance	1,010	66.8
2 Power	503	33.2
3 Plant Engineering		0.0
4 Industrial Equipment News		0.0
5 Ind. Maintenance & Plant Oper.		0.0
6 New Equipment Digest		0.0
Total:	$1,513	

GROSS UNIT REVENUE

(Total rev. ÷ avg. circ.)

1 Plant Engineering	145.97
2 Power	102.99
3 Elec. Constr. & Maintenance	84.14
4 New Equipment Digest	45.39
5 Industrial Equipment News	43.55
6 Ind. Maintenance & Plant Oper.	38.35

AVERAGE CIRCULATION

		MARKET SHARE %
1 New Equipment Digest	182,872	27.2
2 Industrial Equipment News	175,894	26.2
3 Ind. Maintenance & Plant Oper.	105,571	15.7
4 Plant Engineering	84,143	12.5
5 Elec. Constr. & Maintenance	72,145	10.7
6 Power	51,552	7.7
Total:	672,177	

ADVERTISING UNIT REVENUE

(Ad. rev. ÷ avg. circ.)

1 Plant Engineering	145.97
2 Power	93.24
3 Elec. Constr. & Maintenance	70.14
4 New Equipment Digest	45.39
5 Industrial Equipment News	43.55
6 Ind. Maintenance & Plant Oper.	38.35

CIRCULATION UNIT REVENUE

(Circ. rev. ÷ avg. circ.)

1 Elec. Constr. & Maintenance	14.00
2 Power	9.75
3 Plant Engineering	
4 Industrial Equipment News	
5 Ind. Maintenance & Plant Oper.	
6 New Equipment Digest	

Figures are Folio estimates

From the Folio 400:

Metal manufacturing

TOTAL REVENUE

	($000)	MARKET SHARE %
1 Iron Age	7,196	34.2
2 American Machinist	4,441	21.1
3 Tooling Production	3,322	15.8
4 Production Engineering	3,099	14.7
5 Production	2,974	14.1
	Total: $21,032	

ADVERTISING REVENUE

	($000)	MARKET SHARE %
1 Iron Age	7,052	33.8
2 American Machinist	4,441	21.3
3 Tooling Production	3,322	15.9
4 Production Engineering	3,099	14.8
5 Production	2,974	14.2
	Total: $20,888	

AD PAGES

		MARKET SHARE %
1 Iron Age	3,082	35.8
2 Tooling Production	1,808	21.0
3 American Machinist	1,700	19.7
4 Production	1,098	12.7
5 Production Engineering	928	10.8
	Total: 8,616	

AVERAGE CIRCULATION

		MARKET SHARE %
1 Iron Age	109,613	26.3
2 Production Engineering	90,779	21.8
3 Production	83,684	20.1
4 Tooling Production	70,056	16.8
5 American Machinist	61,984	14.9
	Total: 416,116	

GROSS UNIT REVENUE
(Total rev. ÷ avg. circ.)

1 American Machinist	71.65
2 Iron Age	65.65
3 Tooling Production	47.42
4 Production	35.54
5 Production Engineering	34.14

ADVERTISING UNIT REVENUE
(Ad. rev. ÷ avg. circ.)

1 American Machinist	71.65
2 Iron Age	64.33
3 Tooling Production	47.42
4 Production	35.54
5 Production Engineering	34.14

Magazines listed above are from the Folio 400. Other magazines that compete in this market, but did not have sufficient 1979 gross revenue to be included in the 400, include the following audited magazines: American Metal Market, Assembly Engineering, Automatic Machining, Cutting Tool Engineering, Foundry, Heat Treating, Industrial Finishing, Industrial Heating, Journal of Metals,

Light Metal Age, Machine & Tool Blue Book, Manufacturing Engineering, Metal Center News, Metal Finishing, Metal Progress, Metalworking Digest, Metalfax, Modern Casting, Modern Machine Shop, Modern Metals, Precision Metal, Products Finishing, 33 Metal Producing; and 39 non-audited magazines that accept advertising.

Figures are Folio estimates

Top 100 business magazines by advertising pages

		Est.1979 ad pages	Rank Table A
1	The Travel Agent Magazine	7,384	188
2	Travel Trade	7,000	192
3	Women's Wear Daily	5,895	59
4	Travel Weekly	5,516	126
5	Oil & Gas Journal	5,503	105
6	Electronic News	5,302	107
7	Electronics	4,328	124
8	Computerworld	4,236	70
9	Advertising Age	3,786	84
10	Machine Design	3,725	113
11	Telephony	3,707	308
12	Engineering News Record	3,628	99
13	Electronic Design	3,567	141
14	Plant Engineering	3,417	119
15	Chemical Engineering	3,369	95
16	Design News	3,348	154
17	Medical Economics	3,325	129
18	EDN	3,207	190
19	Variety	3,161	254
20	New England Journal of Medicine	3,153	149
21	Billboard	3,106	132
22	Iron Age	3,082	191
23	Purchasing Magazine	3,010	175
24	Daily News Record	3,006	150
25	Hydrocarbon Processing	2,949	330
26	Journal of AMA	2,944	169
27	Publishers Weekly	2,906	283
28	Chemical Marketing Reporter	2,629	344
29	New Equipment Digest	2,550	171
30	Industrial Equipment News	2,452	181
31	Institutional Investor	2,446	195
32	Aviation Week & Space Technology	2,426	89
33	Institutions	2,342	133
34	Interior Design	2,293	245
35	Patient Care	2,268	222
36	Chemical Week	2,245	159
37	Industry Week	2,186	96
38	Coal Age	2,176	296
39	Hospitals	2,162	320
40	Automotive News	2,161	202
41	Gifts & Decorative Accessories	2,100	327
42	Datamation	2,086	144
43	Restaurant Business	2,045	201
44	Electronic Engineering Times	1,945	197
45	Graphic Arts Monthly	1,923	319
46	Artoweek	1,909	368
47	Bakery Production & Marketing	1,872	366
48	Byte	1,842	227
49	Prairie Farmer	1,821	128
50	Tooling Production	1,808	360
51	Architectural Record	1,755	186
52	Modern Materials Handling	1,731	243
53	Engineering & Mining Journal	1,705	302
54	Drug Therapy	1,700	367
55	American Machinist	1,700	268
56	Hardware Retailing	1,660	323
57	Power	1,659	237
58	American Family Physician	1,658	280
59	Emergency Medicine	1,644	345
60	Diversion	1,644	277
61	The Office Magazine	1,617	340
62	Chemical Processing	1,609	294
63	Postgraduate Medicine	1,605	278
64	Industrial Research & Development	1,597	251
65	Meetings & Conventions	1,559	232
66	Air Conditioning-Htg./Refrig.	1,550	343
67	Modern Medicine	1,546	281
68	Wallace's Farmer	1,544	203
69	The Chronicle of Higher Education	1,540	271
70	Building Supply News	1,530	346
71	Professional Builder & Apt. Bus.	1,491	172
72	Electrical World	1,479	272
73	Modern Plastics	1,475	265
74	Commercial Car Journal	1,463	339
75	Elec. Constr. & Maintenance	1,460	217
76	Nation's Restaurant News	1,428	196
77	Fleet Owner	1,426	249
78	The Farmer	1,422	194
79	Chemical & Engineering News	1,416	218
80	Supermarket News	1,395	206
81	Electronic Products Magazine	1,359	306
82	Construction Equipment	1,343	267
83	Heavy Duty Trucking	1,312	290
84	Plastics Technology	1,308	348
85	Annals of Internal Medicine	1,298	334
86	Product Design & Development	1,275	309
87	Medical World News	1,269	264
88	Drug Store News	1,257	377
89	Consultant	1,243	358
90	Material Handling Engineering	1,217	394
91	Modern Office Procedures	1,216	381
92	Highway & Heavy Construction	1,210	347
93	Institutional Distribution	1,177	388
94	American Journal of Nursing	1,168	182
95	Successful Meetings	1,154	311
96	Restaurant Hospitality	1,125	380
97	Wisconsin Agriculturist	1,120	335
98	Packaging Digest	1,104	341
99	Production	1,098	386
100	Progressive Architecture	1,093	285

Top 100 business magazines by gross unit revenue

		Est.1979 gross unit revenue*	Rank in 400
1	Daily News Record	356.54	150
2	Travel Weekly	316.40	126
3	Travel Trade	294.18	192
4	The Travel Agent Magazine	242.49	188
5	Oil & Gas Journal	241.57	105
6	Women's Wear Daily	240.95	59
7	Billboard	237.59	132
8	Chemical Marketing Reporter	202.44	344
9	Chemical Engineering	199.31	95
10	Coal Age	194.00	296
11	Computerworld	185.16	70
12	Electronic News	184.23	107
13	Chemical Week	168.01	159
14	Engineering & Mining Journal	167.31	302
15	Electrical World	162.40	272
16	Institutional Investor	157.46	195
17	Plant Engineering	145.97	119
18	Aviation Week & Space Technology	141.12	89
19	Architectural Record	132.51	186
20	Engineering News Record	131.98	99
21	Men's Wear	128.34	391
22	Institutional Distribution	127.69	388
23	Electronics	125.43	124
24	Bakery Production & Marketing	118.82	366
25	Publishers Weekly	116.35	283
26	Discount Store News	114.43	362
27	Supermarket News	113.69	206
28	Air Conditioning-Htg./Refrig.	113.58	343
29	Telephony	112.56	308
30	Gifts & Decorative Accessories	111.94	327
31	Nation's Restaurant News	111.69	196
32	Hydrocarbon Processing	108.93	330
33	Electronic Design	107.90	141
34	Interior Design	106.92	245
35	Business & Commercial Aviation	104.07	241
36	Institutions	103.48	133
37	Power	102.99	237
38	Automotive News	102.86	202
39	Advertising Age	100.53	84
40	Chain Store Age Gen'l Merch.	100.21	383
41	Building Supply News	99.85	346
42	Restaurant Business	97.18	201
43	Variety	91.40	254
44	Modern Plastics	90.28	265
45	Purchasing Magazine	90.28	175
46	Machine Design	88.65	113
47	Plastics Technology	88.45	348
48	Elec. Constr. & Maintenance	84.14	217
49	Drug Store News	83.86	377
50	EDN	76.31	190
51	Professional Builder & Apt. Bus.	76.07	172
52	Meetings & Conventions	76.01	232
53	Electronic Engineering Times	75.06	197
54	Power Engineering	72.22	353
55	American Machinist	71.65	268
56	Datamation	70.11	144
57	Design News	67.95	154
58	Progressive Grocer	67.65	230
59	Restaurant Hospitality	66.33	380
60	Iron Age	65.65	191
61	Computer Design	65.09	273
62	Fleet Owner	64.81	249
63	The Chronicle of Higher Education	63.86	271
64	Medical Economics	63.20	129
65	Construction Equipment	60.61	267
66	Progressive Architecture	58.65	285
67	Hardware Retailing	58.08	323
68	Patient Care	54.77	222
69	Successful Meetings	54.53	311
70	Housing	53.07	263
71	Prairie Farmer	52.71	128
72	Modern Materials Handling	52.66	243
73	Wallace's Farmer	52.43	203
74	Industry Week	52.19	96
75	New England Journal of Medicine	51.98	149
76	Chemical Processing	51.67	294
77	Chemical & Engineering News	50.05	218
78	Packaging Digest	49.51	341
79	Graphic Arts Monthly	48.72	319
80	Highway & Heavy Construction	48.54	347
81	Heavy Duty Trucking	48.21	290
82	Industrial Research & Development	47.71	251
83	Tooling Production	47.42	360
84	Hospitals	46.77	320
85	Commercial Car Journal	46.36	339
86	New Equipment Digest	45.39	171
87	Industrial Equipment News	43.55	181
88	Electronic Products Magazine	42.07	306
89	Wisconsin Agriculturist	41.32	335
90	The Farmer	41.16	194
91	Autoweek	40.05	368
92	Postgraduate Medicine	39.65	278
93	Chain Store Age Supermarkets	38.93	298
94	Annals of Internal Medicine	38.80	334
95	Byte	38.48	227
96	Ind. Maintenance & Plant Oper.	38.35	297
97	Production	35.54	386
98	Modern Medicine	35.08	281
99	Production Engineering	34.14	378
100	Mini-Micro Systems	33.55	393

*** gross revenue ÷ average circulation**

Top 50 business magazines by advertising unit revenue

T

	Est. 1979 ad unit revenue*	Rank in 400
1 Daily News Record	311.54	150
2 Travel Weekly	310.60	126
3 Travel Trade	290.10	192
4 The Travel Agent Magazine	239.35	188
5 Oil & Gas Journal	221.63	105
6 Chemical Engineering	182.42	95
7 Coal Age	181.85	296
8 Women's Wear Daily	177.87	59
9 Chemical Marketing Reporter	170.60	344
10 Billboard	170.59	132
11 Electronic News	167.23	107
12 Computerworld	160.16	70
13 Engineering & Mining Journal	152.36	302
14 Chemical Week	150.83	159
15 Electrical World	149.49	272
16 Plant Engineering	145.97	119
17 Institutional Investor	143.23	195
18 Institutional Distribution	127.69	388
19 Bakery Production & Marketing	118.82	366
20 Architectural Record	112.41	186
21 Men's Wear	111.42	391
22 Discount Store News	110.24	362
23 Electronics	108.43	124
24 Aviation Week & Space Technology	108.32	89
25 Engineering News Record	108.03	99
26 Electronic Design	107.90	141
27 Supermarket News	106.30	206
28 Business & Commercial Aviation	104.07	241
29 Institutions	103.48	133
30 Publishers Weekly	102.46	283
31 Nation's Restaurant News	102.04	196
32 Building Supply News	99.85	346
33 Hydrocarbon Processing	99.34	330
34 Telephony	98.05	308
35 Restaurant Business	97.18	201
36 Gifts & Decorative Accessories	95.14	327
37 Chain Store Age Gen'l Merch.	94.36	383
38 Power	93.24	237
39 Purchasing Magazine	90.28	175
40 Machine Design	88.65	113
41 Air Conditioning-Htg./Refrig.	88.62	343
42 Plastics Technology	88.43	348
43 Advertising Age	85.87	84
44 Datamation	78.61	144
45 Interior Design	78.07	245
46 EDN	76.31	190
47 Drug Store News	76.12	377
48 Meetings & Conventions	76.01	232
49 Electronic Engineering Times	75.06	197
50 Professional Builder & Apt. Bus.	73.97	172

* ad revenue ÷ average circulation

Top 50 business magazines by circulation unit revenue

U

	Est. 1979 circ. unit revenue*	Rank in 400
1 Billboard	67.00	132
2 Women's Wear Daily	63.08	59
3 Daily News Record	45.00	150
4 Variety	41.22	254
5 Aviation Week & Space Technology	32.80	89
6 Chemical Marketing Reporter	31.84	344
7 Interior Design	28.85	245
8 Computerworld	25.00	70
9 Air Conditioning-Htg./Refrig.	24.96	343
10 The Chronicle of Higher Education	24.88	271
11 Engineering News Record	23.95	99
12 New England Journal of Medicine	22.16	149
13 Autoweek	20.19	368
14 Architectural Record	20.10	186
15 Oil & Gas Journal	19.94	105
16 Modern Plastics	19.65	265
17 Annals of Internal Medicine	19.26	334
18 Byte	18.28	227
19 Chemical Week	17.19	159
20 Electronics	17.00	124
21 Electronic News	17.00	107
22 Men's Wear	16.92	391
23 Chemical Engineering	16.89	95
24 Gifts & Decorative Accessories	16.80	327
25 Housing	15.59	263
26 Engineering & Mining Journal	14.95	302
27 Journal of Accountancy	14.66	257
28 Advertising Age	14.66	84
29 Telephony	14.51	308
30 Institutional Investor	14.24	195
31 Elec. Constr. & Maintenance	14.00	217
32 Publishers Weekly	13.89	283
33 Nursing '80	13.60	130
34 Electrical World	12.92	272
35 Coal Age	12.15	296
36 RN Magazine	12.13	235
37 The Office Magazine	12.00	340
38 American Journal of Nursing	11.84	182
39 Flying	11.58	143
40 Datamation	11.50	144
41 Builder (NAHB)	11.42	390
42 Progressive Architecture	10.59	285
43 Instructor	10.56	242
44 Chemical & Engineering News	10.35	218
45 The AOPA Pilot	10.01	247
46 Power	9.75	237
47 Nation's Restaurant News	9.65	196
48 Hydrocarbon Processing	9.59	330
49 Learning	9.54	328
50 Moody Monthly	9.14	287

* circulation revenue ÷ average circulation

Top 50 business magazines by subscription revenue

V

	Est.1979 sub. revenue ($000)	Est.1979 circ. unit revenue*	Rank in 400
1 Nursing '80	7,194	13.60	130
2 Progressive Farmer	6,308	6.72	76
3 Farm Journal	5,986	4.48	103
4 Motor News	4,840	6.00	225
5 New England Journal of Medicine	4,131	22.16	149
6 American Journal of Nursing	4,055	11.84	182
7 RN Magazine	3,435	13.00	235
8 Journal of Accountancy	3,372	14.66	257
9 Aviation Week & Space Technology	3,337	32.80	89
10 Flying	3,220	10.45	143
11 Billboard	3,127	67.00	132
12 Women's Wear Daily	3,110	50.00	59
13 Successful Farming	2,733	3.78	33
14 Instructor	2,719	10.54	42
15 Moody Monthly	2,524	8.99	287
16 Computerworld	2,510	25.00	70
17 Engineering News Record	2,460	23.95	99
18 The AOPA Pilot	2,383	10.01	247
19 Advertising Age	2,229	29.31	84
20 Byte	2,205	17.35	227
21 Learning	2,068	9.54	328
22 Today's Education	1,871	1.11	342
23 Automotive News	1,787	27.30	202
24 Annals of Internal Medicine	1,764	19.26	334
25 The Chronicle of Higher Education	1,706	24.88	271
26 Electronics	1,605	17.00	124
27 Housing	1,335	15.59	263
28 Autoweek	1,311	17.57	368
29 Prairie Farmer	1,284	5.98	128
30 Datamation	1,265	11.50	144
31 Builder (NAHB)	1,258	11.42	390
32 Chemical & Engineering News	1,251	10.35	218
33 Daily News Record	1,218	45.00	150
34 Electronic News	1,207	17.00	107
35 Motor Magazine	1,169	9.00	337
36 Chemical Engineering	1,165	16.89	95
37 Variety	1,158	45.00	254
38 Architectural Record	1,114	20.10	186
39 Oil & Gas Journal	1,104	19.94	105
40 Hoard's Dairyman	1,064	4.88	200
41 Elec. Constr. & Maintenance	1,010	14.00	217
42 Modern Plastics	985	19.65	265
43 Interior Design	925	24.98	245
44 Chemical Week	915	19.35	159
45 Journal of AMA	911	3.50	169
46 Medical Economics	873	29.10	129
47 The Farmer	857	5.00	194
48 ABA Journal	778	3.00	387
49 Progressive Architecture	765	10.59	285
50 Air Conditioning-Htg./Refrig.	760	24.96	343

*circulation revenue ÷ average circulation

Top 50 business magazines by average circulation

W

	Est.1979 average circulation	Rank in 400
1 Today's Education	1,686,000	342
2 Farm Journal	1,336,462	103
3 Progressive Farmer	937,952	76
4 Motor News	806,612	225
5 Successful Farming	722,451	83
6 Nursing '80	528,810	130
7 Flying	383,347	143
8 American Journal of Nursing	342,417	182
9 Moody Monthly	309,036	287
10 RN Magazine	283,125	235
11 Industry Week	262,826	96
12 Journal of AMA	259,943	169
13 ABA Journal	259,392	387
14 Instructor	258,269	242
15 Drug Therapy	240,617	367
16 The AOPA Pilot	238,126	247
17 Journal of Accountancy	230,059	257
18 Hoard's Dairyman	217,722	200
19 Learning	216,725	328
20 Prairie Farmer	214,623	128
21 Hospital Practice	190,566	385
22 New England Journal of Medicine	186,427	149
23 New Equipment Digest	182,872	171
24 IEEE Spectrum	182,347	400
25 Diversion	179,688	277
26 Medical Economics	177,898	129
27 Industrial Equipment News	175,894	181
28 Medical World News	175,710	264
29 The Farmer	171,379	194
30 Advertising Age	152,101	84
31 Consultant	150,000	358
32 Byte	147,691	227
33 Motor Age	142,700	372
34 Machine Design	142,204	113
35 Design News	139,090	154
36 Motor Magazine	129,850	337
37 American Family Physician	128,921	280
38 Wallace's Farmer	127,392	203
39 The Office Magazine	124,666	340
40 Modern Medicine	122,039	281
41 Chemical & Engineering News	120,839	218
42 Modern Office Procedures	119,430	381
43 Product Design & Development	118,422	309
44 Emergency Medicine	114,003	345
45 Builder (NAHB)	110,178	390
46 Datamation	110,000	144
47 Iron Age	109,613	191
48 Postgraduate Medicine	108,890	278
49 Professional Builder & Apt. Bus.	108,587	172
50 Patient Care	107,912	222

Top 100 business magazines by total revenue

		Est.1979 total revenue ($000)	Est.1979 gross unit revenue*	Rank in 400
1	Women's Wear Daily	21,603	240.95	59
2	Computerworld	18,591	185.16	70
3	Progressive Farmer	17,731	18.90	76
4	Successful Farming	15,325	21.21	83
5	Advertising Age	15,290	100.53	84
6	Aviation Week & Space Technology	14,359	141.12	89
7	Chemical Engineering	13,742	199.31	95
8	Industry Week	13,718	52 19	96
9	Engineering News Record	13,557	131.98	99
10	Farm Journal	13,477	10.08	103
11	Oil & Gas Journal	13,377	241.57	105
12	Electronic News	13,157	184.23	107
13	Machine Design	12,606	88.65	113
14	Plant Engineering	12,282	145.97	119
15	Electronics	11,840	125.43	124
16	Travel Weekly	11,688	316.40	126
17	Prairie Farmer	11,313	52.71	128
18	Medical Economics	11,243	63.20	129
19	Nursing '80	11,123	21.03	130
20	Billboard	11,090	237.59	132
21	Institutions	10,900	103.48	133
22	Electronic Design	10.344	107.90	141
23	Flying	10,140	26.45	143
24	Datamation	9,912	70.11	144
25	New England Journal of Medicine	9,691	51.98	149
26	Daily News Record	9,648	356.54	150
27	Design News	9,451	67.95	154
28	Chemical Week	8,949	168.01	159
29	Journal of AMA	8,527	32.80	169
30	New Equipment Digest	8,300	45.39	171
31	Professional Builder & Apt. Bus.	8,260	76.07	172
32	Purchasing Magazine	8,125	90.28	175
33	Industrial Equipment News	7,660	43.55	181
34	American Journal of Nursing	7,540	22.02	182
35	Architectural Record	7,342	132.51	186
36	The Travel Agent Magazine	7,309	242.49	188
37	EDN	7,221	76.31	190
38	Iron Age	7,196	65.65	191
39	Travel Trade	7,184	294.18	192
40	The Farmer	7,054	41.16	194
41	Institutional Investor	7,050	157.46	195
42	Nation's Restaurant News	7,005	111.69	196
43	Electronic Engineering Times	7,000	75.06	197
44	Hoard's Dairyman	6,850	31.46	200
45	Restaurant Business	6,798	97.18	201
46	Automotive News	6,734	102.86	202
47	Wallace's Farmer	6,679	52.43	203
48	Supermarket News	6,565	113.69	206
49	Elec. Constr. & Maintenance	6,070	84.14	217
50	Chemical & Engineering News	6,048	50.05	218
51	Patient Care	5,910	54.77	222
52	Motor News	5,796	7.19	225
53	Byte	5,683	38.48	227
54	Progressive Grocer	5,622	67.65	230
55	Meetings & Conventions	5,600	76.01	232
56	RN Magazine	5,440	19.21	235
57	Power	5,309	102.99	237
58	Business & Commercial Aviation	5,236	104.07	241
59	Instructor	5,205	20.15	242
60	Modern Materials Handling	5,158	52.66	243
61	Interior Design	5,124	106.92	245
62	The AOPA Pilot	5,069	21.29	247
63	Fleet Owner	5,055	64.81	249
64	Industrial Research & Development	4,950	47.71	251
65	Variety	4,836	91.40	254
66	Journal of Accountancy	4,672	20.31	257
67	Housing	4,546	53.07	263
68	Medical World News	4,542	25.85	264
69	Modern Plastics	4,525	90.28	265
70	Construction Equipment	4,492	60.61	267
71	American Machinist	4,441	71.65	268
72	The Chronicle of Higher Education	4,381	63.86	271
73	Electrical World	4,375	162.40	272
74	Computer Design	4,370	65.09	273
75	Diversion	4,325	24.07	277
76	Postgraduate Medicine	4,317	39.65	278
77	American Family Physician	4,296	33.32	280
78	Modern Medicine	4,281	35.08	281
79	Publishers Weekly	4,261	116.35	283
80	Progressive Architecture	4,236	58.65	285
81	Moody Monthly	4,197	13.58	287
82	Heavy Duty Trucking	4,179	48.21	290
83	Chemical Processing	4,138	51.67	294
84	Coal Age	4,061	194.00	296
85	Ind. Maintenance & Plant Oper.	4,048	38.35	297
86	Chain Store Age Supermarkets	4,036	38.93	298
87	Engineering & Mining Journal	3,908	167.31	302
88	Electronic Products Magazine	3,875	42.07	306
89	Telephony	3,860	112.56	308
90	Product Design & Development	3,850	32.51	309
91	Successful Meetings	3,836	54.53	311
92	Graphic Arts Monthly	3,750	48.72	319
93	Hospitals	3,739	46.77	320
94	Hardware Retailing	3,696	58.08	323
95	Gifts & Decorative Accessories	3,647	111.94	327
96	Learning	3,625	16.73	328
97	Hydrocarbon Processing	3,601	108.93	330
98	Annals of Internal Medicine	3,554	38.80	334
99	Wisconsin Agriculturist	3,541	41.32	335
100	Motor Magazine	3,521	27.11	337

*** gross revenue ÷ average circulation**

INC.

In April 1979, *INC.*, positioned as the business magazine for smaller companies, was launched by United Marine Publishing, Inc. Edited for managers of small to mid-size growing companies, the magazine's content deals with news, the politics of the small-business environment, and how-to aspects of areas such as sales, marketing, finance and general management.

The monthly began with a non-paid circulation of 400,000. There is now a paid circulation of 220,000 and a non-paid circulation of 180,000.

INC. carried 648 ad pages in the nine issues published in 1979. In 1980, it expects to carry 850 pages.

Cover price: $2. Subscription price: $18. Publisher: Bernard A. Goldhirsh. Address: 38 Commercial Wharf, Boston, Mass. 02110.

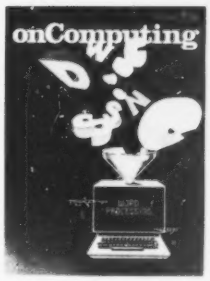
MIS Week

Fairchild Publications, publishers of *Women's Wear Daily*, *Electronic News* and 21 other business publications, launched *MIS Week* in May. (*MIS* stands for Management Information Systems.) The weekly tabloid provides in-depth coverage and a broad overview of the entire management information industry. It will include news coverage on changes and trends in such areas as reprographics, word processing, computers, computer peripherals and telecommunications.

MIS Week started with a non-paid circulation of 100,000, but a conversion to paid circulation is planned.

Publisher: Martin F. Rosenblum. Address: 7 East 12th Street, New York, N.Y. 10003.

New publications & transitions



On Computing

On Computing, a McGraw-Hill Publications quarterly which premiered with the Summer 1979 issue, is written for people new to the computer field—students, college graduates, the hobbyist, people switching careers. The magazine provides information on home as well as office computers. It is an outgrowth of *Byte*, a technical magazine for professionals.

In addition to promoting subscriptions through direct mail, *On Computing* is now placing ads in magazines in similar fields. The Winter 1979 issue had a paid circulation of 49,000.

Ad pages for 1979 averaged 17.2 per issue. An average of 21 ad pages per issue is projected for 1980. Gross ad revenue per issue for 1979 averaged $16,000. Advertising director Thomas Harvey expects that the 1980 gross ad revenue average per issue will be approximately $18,500.

Subscription price: $8.50. Co-publishers: Virginia Londoner and Gordon Williamson. Address: 70 Main Street, Peterborough, N.H. 03458.

Output

Technical Publications' new monthly magazine, *Output*, which was launched in March, is an outgrowth of *Datamation*. While *Datamation* is designed for professionals, *Output* is edited for the managerial users of data. The magazine offers case histories and how-to articles written in plain language on information processing and office automation. "*Output* provides alternatives for people with responsibilities in selling, managing company finances, or ensuring production capability and quality," says publisher James Morris.

The magazine premiered with a net paid circulation of 40,000. In June, the net paid circulation was 48,000. Ad pages for the first four months combined were 72. Morris projects a year-end total of 200 ad pages, based on 10 issues. Cover price: $2. Subscription price: $10. Publisher: James M. Morris. Address: 666 5th Avenue, New York, N.Y. 10019.

Restaurant Design

Restaurant Design, A Bill Communications publication, was launched in May 1979. The quarterly features problem-solving articles on interior design and architectural development in restaurants and dining facilities. The magazine's audience includes architects, designers and restaurateurs.

According to publisher Jeffrey Berlind, the need for *Restaurant Design* was realized because of the inability of *Restaurant Business*, a sister publication, to draw furnishing advertisers. *Restaurant Design* reaches the audience desired by advertisers—interior designers, architects and restaurateurs—and provides appropriate editorial material.

The magazine has a non-paid circulation of 30,000.

Ad pages totaled 184 for 1979. The projection for 1980 is 250 ad pages. Gross ad revenue for 1979 was $326,000. It is expected that gross ad revenue in 1980 will be approximately $568,000. Publisher: Jeffrey Berlind. Address: 633 Third Avenue, New York, N.Y. 10017.

SportStyle

SportStyle, launched in January 1979 by Fairchild Publications, is a combination magazine-newspaper covering national and international news, and offering features on men's, women's and children's active sportswear, athletic footwear, and sports equipment. The biweekly had a controlled circulation of 27,000 in 1979.

Ad pages grew from 145 in the first half of 1979 to 350 in the first half of 1980. For the same period, gross ad revenue increased from $350,000 to $870,000. *SportStyle* is expected to gross over $1.5 million in ad revenue by the end of 1980.

According to editor John Horan, *SportStyle* began as a publication that was soft-goods oriented, but has now expanded its focus to include equipment.

Publisher: Steve Stoneburn. Address: 7 East 12th Street, New York, N.Y. 10003.

New publications & transitions

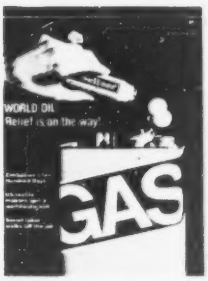
Washington Report

Washington Report, a publication of the United States Chamber of Commerce, was launched in July 1979. The weekly tabloid provides issue-oriented business coverage of news generated from the Executive Office, Congress and the courts.

Washington Report began publication with a paid rate base of 350,000. The anniversary issue had a paid rate base of 700,000. The tabloid's page volume increased from 12 to 16 pages in the first half of the year.

Washington Report relies heavily on subscription income, which totaled more than $1.5 million in 1979. Ad revenue for the same period totaled $162,000.

The tabloid averaged 1.9 ad pages per issue in the second half of 1979, and expects an average of 2.5 ad pages per issue for the first half of 1980. Subscription price: $12.50. Manager of Publishing Group: Dave Roe. Address: 1615 H Street NW, Washington, D.C. 20062.



World Business Weekly

World Business Weekly, a U.S. business magazine concentrating exclusively on international marketing, is published by *The Financial Times of London*.

The magazine, whose staff was moved from London to New York in October, is placing more emphasis on how the international market affects American business. It draws upon the worldwide network of business and financial correspondents maintained by *The Financial Times of London*.

Approximately 600 ad pages were carried in 1979. Eight hundred pages are expected in 1980. Gross ad revenue is expected to increase from $630,000 in 1979 to $1.25 million in 1980.

The magazine's 20,000 weekly circulation is paid and non-paid. Cover price: $2.50. Subscription price: $98. Publisher: Louis Isidora. Address: 135 West 50th Street, New York, N.Y. 10020.

The Folio 400

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Adam	A/363 F/80 P/33 Mens Ent.
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Air Force Times	A/240 D/35 M/47 N/25 O/44 P/20
Alaska	A/325
American Artist	A/354
American Baby Magazine	A/223 B/69 C/92 Wm Sp Int
American Family Physician	A/280 R/58 W/37 X/77 Medical
American Journal of Nursing	A/182 U/38 V/6 W/8 X/34 Nursing
American Legion Magazine	A/205 B/24 E/14 L/94
American Machinist	A/268 S/55 X/71 Metal/Man
American Photographer	A/333
American Way	A/289 Inflight
Annals of Internal Medicine	A/106 R/85 S/94 U/17 V/24 X/98
The AOPA Pilot	A/247 U/45 V/18 W/16 X/62 Gen'l Avtn
Apartment Life	A/106 B/99 C/73 E/59 K/43 L/91 Dual Lifst, Home Svc
Architectural Digest	A/65 C/68 D/78 F/77 L/40 N/28 P/25 Home Svc, Dual Lifst
Architectural Record	A/186 R/51 S/19 T/20 U/14 V/38 X/35 Arch.
Arizona Highways	A/216 E/72 L/68
Army Times	A/151 C/91 D/27 M/45 N/12 O/15 P/17
Artnews	A/315 D/88 N/39
Atlanta Jrnl Constitution Sunday	A/275 D/46 I/32 M/29 Sun. News
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Audio	A/303 D/98 J/46 N/54 O/42 Music
Audubon	A/238 L/88 Sciences
Automotive News	A/202 R/40 S/38 V/23 X/46 Auto(B)
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Aviation Week & Space Technology	A/89 R/32 S/18 T/24 U/5 V/9 X/6
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Business & Commercial Aviation	A/241 S/35 T/28 X/58 Gen'l Avtn
Business Week	A/12 B/95 C/6 D/1 E/49 I/4 L/15 M/19 N/1 O/1 P/23 Business, Weeklies
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Capper's Weekly	A/357 E/96 I/40 M/34 Home Svc
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Chain Store Age Supermarkets	A/298 S/93 X/86 Grocery
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Chemical & Engineering News	A/218 R/79 S/77 U/44 V/32 W/41 X/50 Chemical
Chemical Marketing Reporter	A/344 R/28 S/8 T/9 U/6
Chemical Processing	A/294 R/62 S/76 X/83 Chemical
Chemical Week	A/159 R/36 S/13 T/14 U/19 V/44 X/28 Chemical
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Chic	A/139 F/38 G/55 N/45 P/6 Q/34 Mens Ent.
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Cleveland Plain Dealer Sunday	A/262 D/24 I/30 M/32 Sun. News
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Club International	A/233 F/61 G/83 N/74 P/15 Q/49 Mens Ent.
Coal Age	A/296 R/38 S/10 T/7 U/36 X/84 Mining
Co-ed	A/213 B/94 E/53 Youth
Coin World	A/274 I/31 M/48 N/24 O/32 P/36
Colonial Homes	A/236 F/96 G/78 Q/88 Home Svc
Columbia	A/288 B/54 E/31 L/96
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Detroit News Sunday Magazine	A/146 B/88 C/60 D/19 I/21 M/18 Sun. News
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Electronic Engineering Times	A/197 R/44 S/53 T/49 X/43 Electronic
Electronic News	A/107 R/6 S/12 T/11 U/21 V/34 X/12 Electronic
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Electronics	A/124 R/7 S/23 T/23 U/20 V/26 X/15 Electronic
The Elks Magazine	A/307 B/40 E/23
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Engineering & Mining Journal	A/302 R/53 S/14 T/13 U/26 X/87 Mining
Engineering News Record	A/99 R/12 S/20 T/25 U/11 V/17 X/9 Hvy Const.
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